

Krista Jones

Managing Director, Work & Learning at MaRS Discovery District

Toronto, ON, CA

Bridging the gaps between people, technology and automation.

Krista is the Managing Director of the Work & Learning Sector at MaRS serving entrepreneurs in Business Intelligence, Enterprise Software, HR and Workforce and Education and Training. Krista has been a passionate innovator and builder of technology-based businesses for over 25 years and has personally advised and been actively involved in over 200 startups. For the past four years, Krista has been the driving force behind MaRS' globally leading Work & Learning Sector. She works with the entrepreneurs, corporate leaders, investors and technologists who are applying innovation and leading-edge technologies to create solutions that are advancing the competitiveness of global workers and workplaces. Krista has experience working in both large public companies and in startups. She is an engineer, entrepreneur, mentor and an expert at solving ambiguous problems. She has a unique combination of strategic, technical, operational and marketing expertise. She is known for her comprehensive knowledge of existing and emerging Information & Communications Technology (ICT) technologies and architectures as well as innovation practices. Krista and her husband owned a children's technology educational franchise that fostered early innovation and creativity in robotics, animation, digital art and video game design. Krista brings deep technical, operational and marketing expertise in technology-based businesses. Over the years she has held executive positions in operations, engineering, marketing and business development for companies such as Nortel, MTS Allstream (formerly AT&T Canada), Metronet (the most successful start-up Competitive Local Exchange Carrier in Canada) and Personeta (an Israel-based venture-backed software startup). Krista is an engineer who holds a BS in Electrical Engineering from the University of New Brunswick.

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Information Technology and Services, Computer Software, Corporate Training, Education/Learning, Employment Services, Human Resources, Training and Development, Talent Management, Professional Training and Coaching, IT Services/Consulting, Telecommunications

Future of Work, Future of Learning & Technology, SaaS (Software as a Service), Product Marketing, Technology Commercialization, Technology Strategy Development, Enterprise Software, Education, Training & Development, Workforce Planning, Operations & Training, Business Development and Marketing, Technological Change and Innovation, Strategy & Market Planning, Next Generation Business Model

MaRS Discovery District

#FutureofWork: AI & Robotics in Finance & Commerce
MaRS

#FutureofWork: AI & Robotics

MaRS

Future Talent Today

MaRS Work & Learning

Workshift: The Emerging Workforce

MaRS Work & Learning

University of New Brunswick

BSc Electrical Engineering

Managing Director, Work & Learning Sector, MaRS

MaRS Work & Learning is dedicated to helping high-impact startups revolutionize both how we acquire knowledge and how we put it to good use.

Head of Work & Learning Cluster, MaRS

The Work & Learning Cluster is the evolution of the EdTech Cluster due to the intersection of work and learning.

Lead, EdTech Cluster, MaRS

Education Technology Cluster helping entrepreneurs in the commercialization of technology in K-12, higher ed and corporate training and development.

Co-founder ? JOLT Accelerator

JOLT is a technology accelerator dedicated to building high-growth web and mobile companies that promise to transform the way consumers and enterprises interact with technologies.

Advisor and Practice Lead: IT, Communications and Entertainment, MaRS

MaRS is where science, technology and social entrepreneurs get the help they need. Where all kinds of people meet to spark new ideas. We stimulate, identify and harness great ideas, nurture their development and guide the transformation of those ideas into reality.

Entrepreneurship Mentor ? The Next 36

The goal of The Next 36 is to help launch the careers of Canada's most promising and innovative undergraduates.

Vice President, Strategic Marketing & Technologies, MTS-Allstream

Personeta, Business Development, North America

Director ? Children's Technology Workshop

Children's Technology Workshop (CTWorkshop) was founded in 1997 by Darryl Reiter, a school teacher, technology enthusiast and father. CTWorkshop is now a global company focused on the development and delivery of hands-on, applied-technology curriculum.

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