



JACQUELINE EDWARDS

**OWNER – FOUNDER
IVY 2.0**

**DIGITAL
TRANSFORMATION LEADER
KONICA MINOLTA
BUSINESS SOLUTIONS**

The road to Kingston...

The city of Kingston, located on the southern Caribbean island of Jamaica, is an alluring blend of culture, natural beauty, and hardcore strength. Many would say that Jacqueline F. Edwards, who shares the name of this remarkable and infectious city, exhibits these characteristics of her island of origin. Born and raised in Kingston, Jamaica, Jacqueline is inspired by the backdrop of this enigmatic city and uses it as the palette for her business and creative canvases. Boasting of her hardscrabble 'Kingston 8' upbringing, the vital businesswoman admits being a patriot first and foremost. "Every single thing I do is initiated with my gratitude for my Jamaica heritage in mind" she proudly declares. This life theme of national pride is the primary motive for Jacqueline's carefully selected social media handle, "Kgnston."

Like the tiny island with a big attitude, Jacqueline is a warm package of formidable talents. A Trained Dancer, Steel Pan Instrumentalist, formerly a Runway Model, Song and Prose Writer, and Recording Artiste are among the badges that Leo iconoclast has embodied.

Jacqueline migrated to New York City in 2001 to embark upon an education to augment her considerable portfolio of skills. She earned an academic scholarship to attend Berkeley College, where she graduated Magna Cum Laude with dual degrees in International Business and Management. She started her career in finance, working for such prestigious firms as Morgan Stanley and Northwestern Mutual, where she further developed her business and financial management acumen. Recently she continued her academic

striving and learning at Columbia University's Executive MBA Program, where she completed her Executive Master's Degree in Tech Management.

Jacqueline is the founder of IVY2.0, an online platform that aims to democratize Ivy League educational values. She is currently employed as a Digital Transformation Leader for Konica Minolta Business Solutions; helping the SMB Market, with a focus on working with nonprofits and NGO's to increase profitability and improve operational efficiency. Earning her Master's Degree from Columbia University has been a life-changing experience for Jacqueline, and through IVY2.0, she would like to extend educational opportunities to the underserved population.

Jacqueline has deployed her insights and skills by providing strategic guidance and investment advice, as well as providing marketing expertise on the board of companies. A recent example is the role she has performed as an advisory board member at Moovn Technologies, a Seattle-based technology company which develops innovative platforms that are transforming the way people, products, and services move around the world. She has provided guidance on the company's creation rideshare services, cashless payments, and E-commerce platforms.

Artistically, many continue to be inspired by the role Jacqueline established globally for her work with music, working alongside famous Jamaican artists such as Beenie Man and Tarrus Riley. In the world of modeling, she achieved a radiant and vital presence that developed rapidly after she was discovered on the streets of New York by renowned fashion photographer and artist Peter Beard.

In her spare time, she enjoys meditation and yoga and philanthropic engagement. You can find her on weekends volunteering within her community.

Jacqueline F. Edwards, MSc.Columbia University, NYC.