

INTERACTIVE ONLINE SEMINAR

**Tuesday, April 19, 2022 | 1 to 2 p.m.**

Leaders need impact data to inform strategy and decisions, and funders want to see impact data before they invest. The challenge for nonprofit and for-profit social entrepreneurs is how to cultivate data in ways that are meaningful and pragmatic.

Join Founder and CEO of Basil Data Jeff Montanez Jones and Saint Leo Vice President of Community Engagement and Innovation Dr. Mark Gesner to learn about how to demonstrate impact through data and why it's important. At the end of this session, there also will be a brief introduction to Saint Leo's new social enterprise accelerator program being launched in September 2022.



## **Jeff Montanez Jones**

**Founder and CEO, Basil Data**  
**[basildata.com](http://basildata.com)**

Trained in aeronautical engineering, Montanez Jones spent almost a decade doing statistical analysis as a reliability engineer. After a short volunteering project to help with data analysis at a nearby foundation, Montanez Jones realized his data skills could be used for something more consequential. He spent nearly two years offering pro-bono data support to local nonprofits while pursuing a master's in development economics. In 2018, Montanez Jones left his engineering career and founded Basil Data to support early-stage, mission-driven organizations. In a short time, Basil Data has had the opportunity to enhance the impact of dozens of organizations, serving thousands of people across the country.

**REGISTER TO ATTEND ONLINE:**  
**[saintleo.edu/impact-measurement](http://saintleo.edu/impact-measurement)**