



Education Entrepreneurship Program Faculty Bios



Education Entrepreneurship Leadership Team

Dr. Jenny Zapf

Director of Education Entrepreneurship and
Senior Fellow at Penn GSE



Jenny Zapf is the Director of Education Entrepreneurship and a Senior Fellow at Penn GSE. She has worked for two decades to improve educational and social outcomes in underserved communities through leadership roles in education, non-profit, and government sectors. Dr. Zapf has run an education nonprofit, worked with higher education leaders on improving results, designed K-12 policy reforms, trained educators and nonprofit leaders on building programs and organizational capacity, worked in communities to strengthen families, schools and neighborhoods, and conducted large- and small-scale educational evaluations.

Before joining the University of Pennsylvania, Dr. Zapf was Director of Strategy and Evaluation for the College of Health Professions at Temple University. In an organization of 4,500 students, faculty and staff, Zapf worked with senior leaders to align academic success metrics, optimize resource allocation, increase operational efficiency and generate information to ensure consistency and transparency across the enterprise. Zapf had previously served as Chief Operating Officer for Temple University's Intergenerational Center, a nationally recognized nonprofit that provided educational services to more than 15,000 Philadelphia residents, and technical assistance to communities throughout the United States. Earlier in her career, Zapf worked for more than a decade with federal evaluation providers on training AmeriCorps, Learn and Serve, and Senior Corps practitioners on evaluating impact. In an earlier role at the University of Pennsylvania, Dr. Zapf managed the rollout of a national education reform initiative.

Jenny Zapf earned her Ph.D. in educational evaluation from the University of Virginia, a M.S. Ed. in Educational Administration and Policy from Stanford University, and a B.A. in Sociology from Wesleyan University. Her background is in participatory, developmental, and utilization-focused evaluation; qualitative and case study methods; and action research. Her research interests include educational and social entrepreneurship; nonprofit management; and community-university partnerships.

Education Entrepreneurship Faculty

Amy Bevilacqua

Capstone Instructor, Education Entrepreneurship
Penn GSE

Amy comes to Penn GSE with over 25 years of experience leading companies in the education sector. She began her career as a college admissions officer, then went on to lead companies in scholarly book publishing, public television, education films and videos and early learning products. She has worked across both K-12 and Higher Ed, in both the nonprofit and private sectors.

In addition to her operating roles, Amy advises early stage entrepreneurs in both the private and social sectors, serves as a mentor in several education accelerator programs, and regularly judges education business plan competitions.

Most recently, Amy served as President of the National Education Initiative, a leading national force in education entrepreneurship and innovation, where she spearheaded a broad network of thought leaders who are re-imagining education at all levels—K-12, Higher Ed, and Lifelong Learning.

Earlier, Amy had her own consulting practice where, in addition to holding a contract role with a large ad agency network rolling out global SaaS solutions, she led strategic and business planning engagements for Ashoka, PeaceFirst and the George Lucas Educational Foundation. She also provided investment advisory to a London-based private equity group beginning their investments in the US education market and vetted education investment deals for Investors Circle, a network of angel impact investors.

Amy's earlier operating roles included serving as Chief Marketing Officer for the company behind Hooked on Phonics and Reading Rainbow, leading business development and the home entertainment and licensing businesses for PBS' national headquarters, and as an entrepreneur, co-founding a new division of a large, international educational book publisher. For the private equity group Kohlberg, Kravis and Roberts (KKR), she led an online learning platform company, spearheading a company sale to a strategic buyer.

Amy earned her BA at Carleton College and her MBA from the Yale School of Management.



Dr. Denise Dahlhoff

Research Director, Baker Retailing Center, The Wharton School, University of Pennsylvania



Denise Dahlhoff is the research director of the Wharton School's Baker Retailing Center. Her background is a mix of qualitative and quantitative market and academic research, consulting, publishing, and teaching. Her work has been on marketing topics, including pricing, branding, communication, marketing analytics, and new product development. She has worked in the U.S. and Germany on projects in various industries, including consumer goods, retail, fashion, pharmaceuticals, medical devices, utilities, automotive, and financial services.

Previously, Denise worked in Wharton's Executive Education division, where she helped broaden the base of faculty involved. She has been a marketing advisor to the designers in the Philadelphia Fashion Incubator since its founding in 2012 and a member of the incubator's selection committee since 2014.

Denise holds a Ph.D. in marketing from the University of Jena, Germany; a diploma in business administration from the University of Mainz, Germany; and a Master of Liberal Arts and a Master of Philosophy in Liberal Arts, both from the University of Pennsylvania.

Dr. Liza Herzog

Director, Professional Institute for Educators & M.Ed. Programs, The University of the Arts



Liza Herzog is the Director of the Professional Institute for Educators and M.Ed. Programs at the University of the Arts, where she oversees course and program design, development, and management, faculty recruitment and student advising for matriculated and non-matriculated students.

Before joining UArts in November 2015, she was the VP of Research and Evaluation at the Philadelphia Education Fund, an organization working to put a great teacher in every classroom and all students on the path to postsecondary success. While at the Ed Fund, Liza co-directed research on early warning systems, school reform, professional development of teachers, math course-taking, school-based teaming and data use, teacher networks, and dropout prevention. She led a regional cross-sector, cross-role advisory team of researchers, practitioners, and providers around using education, health and social welfare data from the Philadelphia Educational Longitudinal Study (PELS), which followed more than 2,000 8th graders in Philadelphia public schools through to three years past on-time graduation. Liza worked across Ed Fund divisions- Teaching Learning and Innovation and Postsecondary Opportunity- and within those divisions, with programs Diplomas Now and Early Warning Systems, Philadelphia Postsecondary Success Program, the College Access Program, Math+Science Coalition and the Philadelphia Teacher Residency--to track outcomes, match student-, teacher- and school-level need to service, and build logic models to guide program planning and implementation.

Before joining the Ed Fund, Liza worked at Penn GSE, where she conducted mixed-methods research in higher education. Prior to her work in education, she was a practicing attorney in Philadelphia and in Washington, D.C.

Rachel Pacheco

Executive Director at the JPMorgan
Chase Institute



Rachel Pacheco comes to the Graduate School of Education with fifteen years of experience in the strategic management field, spanning both academia and practitioner roles. Currently, Rachel is an Executive Director at the JPMorgan Chase Institute, a global think tank that uses proprietary data to develop economic insights for the public good.

Prior to the Institute, Rachel worked in management consulting, where she consulted across a range of sectors including government reforms in Kazakhstan with Tony Blair Associates, climate financing in Indonesia, and leadership and capabilities training for executives in the US. For five years she worked for the Monitor Group where she led projects focused on education reform and vocational training, including conducting a multi-year project on K-12 education reform for six cities in Saudi Arabia.

Rachel is pursuing a doctorate in Strategy and Multinational Management at the Wharton School, where her research focuses on political and social risk in emerging markets. She holds a B.S. in Mathematics from Georgetown University and an M.B.A. from the Wharton School at the University of Pennsylvania.

Dr. Jason Presley

Executive Director of Administration, Chief Financial Officer, and Senior Fellow at Penn GSE



Jason A. Presley serves as the Chief Financial Officer, Executive Director of Administration, and Senior Fellow at the University of Pennsylvania Graduate School of Education. He is responsible for the school's Planning, Budgeting, and Financial Reporting and Analysis, Grants and Contracts oversight, Information Technology and Data Development, Facilities, and Human Resources. Jason teaches Economics of Higher Education in the Higher Education Division and the Economics of Education for the Entrepreneurial Education program and serves on a number of University-Wide Committees.

Prior to UPenn, Jason worked in state level higher education policy research as the Director of Research and Analysis at the Colorado Department of Higher Education and served as Associate Budget Director in the Office of Management and Budget at Columbia University. He has also held research and finance positions at NYU and CUNY and worked as an economist in the private sector. Originally from Stillwater, OK, Jason received his Bachelors and Masters degrees in economics from Oklahoma State University and a Ph.D. in Higher Education from NYU's Steinhardt School of Education.