



Jordan Liss

Jordan Liss is a young entrepreneur whose time has come. The 20 year old junior attending the University of Michigan's Ross School of Business invented a product that helps students master the most stressful aspect of testing: Time management. Liss started Testing Timers which offers digital watches custom designed to help students prepare for and take college placement and other standardized tests by optimizing their time.

The idea came to Liss when he was getting ready to take his own college entrance exam. Liss noted a need for a simple yet unique tool for students to supplement test preparation, reduce anxiety, and properly pace their time in the exam room. And he wanted to have it on the market by the time his younger brother would need it. Mission accomplished, as the accolades for Testing Timers pour in from students whose exam scores are better to pleased parents to academic tutors!

The goal-focused Liss is on course to complete his Bachelor of Business Administration degree in 2016. He excelled in basketball at Glenbrook North High School in his hometown of Northbrook, Illinois. But he also finds a lot of time for community service and working with kids in organizations including Illinois Special Olympics, LifeSource, and Full Package Athletics.

Liss believes in the importance of setting stretch goals to challenge capabilities and to drive progress. That is at the heart of his effort to grow the Testing Timers brand by building relationships with seasoned professionals and his strong desire to deliver impeccable customer service. Liss credits his parents and grandparents for instilling enduring values that include trust, patience, creativity, ethical behavior, and avoiding short cuts.