



**Elle Rustique** · 2nd  
 CEO & Founder at TipBrightly  
 San Francisco Bay Area · [Contact info](#)

1,459 followers · 500+ connections

3 mutual connections: Taylor Lark, Andrew Ryan, and 1 other


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 TipBrightly  
 Stanford University

## Featured

Post


Friends! We are on a roll! I'm happy to announce that ...





  84    22 comments

Post


Friends! TipBrightly is super excited to bring our cashless...





  58    14 comments

Post

I have fantastic news to share, friends! TipBrightly has bee...



**Hotels As Independent As You**  
 curatorhotelsandresorts.com · 1 m...

  58    21 comments


## Activity

1,459 followers



[+ Follow](#)

Elle Rustique reshared a post · 5h


How illuminating it was to hear [Jennifer Barnwell](#) share her story and vision for independent hotels! [TipBrightly](#) is proud to have been selected by [Curator Hotel Collection](#) as a special vendor for cashless tippin' ...show more




**Bringing Independent Hotels Together | Jen Barnwell**  
 youtube.com

  4    1 comment


Elle Rustique reshared a post · 1d





Elle Rustique reshared a post · 3d



Elle Rustique posted this · 3w



Friends! We are on a roll! I'm happy to announce that [TipBrightly](#) is bringing on board FOUR new partnerships — [Kana Hotel Group](#) , [Mereté Hotel Management](#) , [Atma Hotel Group](#) , and [Virtelle Hospitality, LLC](#) . ...show more

  84    22 comments

[Show all activity →](#)

## About

Named by Nasdaq - Milestone Maker Fall 2019 | Hot Shots Disrupting Their Industries In 2019 | Center for Financial Services Innovation & The Financial Health Network - Workplace Challenge 2019 Finalist

I'm a social scientist and educator turned startup founder and social entrepreneur. I'm on a mission to ...see more

## Experience



**CEO & Founder**  
 TipBrightly · Full-time  
 Sep 2017 - Present · 4 yrs 10 mos  
 Mountain View, CA

TipBrightly is a mobile payments and social impact startup in the hotel, hospitality, and travel space. We've built the first three-way integrated mobile payment system that combines cashless & c ...see more



**Bay Area Wash U Entrepreneurship Committee**  
 Washington University in St. Louis  
 Apr 2018 - Present · 4 yrs 3 mos  
 Greater St. Louis Area

The Bay Area WashU Entrepreneurship Committee is focused on strengthening and empowering our community of female entrepreneurs, innovators and funders. As a founding member of the cc ...see more



**VLAB - MIT Enterprise Forum, Bay Area**



2 yrs 6 mos

San Francisco Bay Area

- Volunteer Experience (Former Chair)**

Feb 2016 - Aug 2017 · 1 yr 7 mos

VLAB is an all-volunteer run organization and one of the top startup communities for entrepreneurs, investors, students, and technologists I served on the executive committee to support to VLAE ...see more

- Marketing (former Co-Chair)**

Mar 2015 - Mar 2016 · 1 yr 1 mo

As Marketing Co-Chair at VLAB MIT Enterprise Forum, Bay Area, Stanford Chapter, an all volunteer-run nonprofit dedicated to promoting the discovery of new entrepreneurial tech ventures that are ...see more

**Stanford Center for Equity and Opportunity Policy in Education**

11 yrs 1 mo

Stanford University

- Senior Research Associate**

2010 - 2015 · 5 yrs

At the Stanford Center for Opportunity Policy in Education, a research and policy center aimed at addressing inequity in education and improving college readiness across the US, I was respon ...see more

- Senior Research Associate**

2007 - 2011 · 4 yrs

During my tenure, I headed strategic professional development and network management for executive leadership. I also maintained relevant relationships integral large-scale organizational change ...see more

- Associate Director, School Redesign Network**

2004 - 2007 · 3 yrs

I managed a regional school district network to target redesign options for failing secondary schools and implemented changes based on proven models including charter and public schools. I also fo ...see more

**Assistant Policy Adviser**

General Teaching Council for England

2003 · Less than a year

London, United Kingdom

In London, I introduced educational practices within the United States to improve teacher quality, professional development, recruitment, and retention. As a policy liaison to think tanks, gover ...see more

Show all 9 experiences →

## Education

**Stanford University**

Postdoctoral Research Fellow, Education

2002 - 2005

Through funding received from the Rockefeller Foundation, I studied the effects of high-stakes accountability policies on schools in the wake of No Child Left Behind I advised in legislation I ...see more

**IOE - UCL's Faculty of Education and Society**

Doctor of Philosophy (Ph.D.), Education

UCL Institute of Education (IOE) is the world's leading university for education and applied social science and in 2014 was ranked #1 worldwide. <http://www.ioe.ac.uk/research/141.html> ...see more

**Teachers College, Columbia University**

Master of Arts (MA), Educational Policy

Thesis topic: Conducted study examining the collaboration between the business community, union, district, and university to improve the quality, recruitment, and retention of teachers in Cincin ...see more

Show all 4 education →

## Volunteering

**Volunteer**

VLAB - MIT Enterprise Forum, Bay Area

Feb 2015 - Present · 7 yrs 5 mos

Science and Technology

VLAB is the San Francisco Bay Area Chapter of the MIT Enterprise Forum, a volunteer-run nonprofit dedicated to promoting the growth and success of high-tech entrepreneurial ventures. VLAB ...see more

## Skills

### Program Development



Endorsed by Robert "Skip" Dousa and 2 others who are highly skilled at this



Endorsed by 3 colleagues at TipBrightly



32 endorsements

### Research



Endorsed by Diane Friedlaender and 1 other who is highly skilled at this



Endorsed by 3 colleagues at TipBrightly



29 endorsements

### Public Speaking



Endorsed by Debra Mustain, Ed.D. and 1 other who is highly skilled at this



Endorsed by 3 colleagues at TipBrightly



29 endorsements

Show all 38 skills →

## Recommendations

Received

Given



**Courtney Ko** · 3rd

Design Producer at Wells Fargo

May 19, 2022, Courtney reported directly to Elle

Elle is the most inspiring and passionate person I have ever met. Her background in education shined through as she was a great mentor and coach. Elle has helped shape the product team to grow professionally with her exceptional leadership, passion, and ability to energize the team. In the past year, she has grown TipBrightly exponentially with her ability to take on many different roles and ha ...see more



**Alex L.** · 3rd

Software Engineer at Atlassian

May 2, 2021, Alex reported directly to Elle

In an environment where one has to collaborate with numerous stakeholders all the while maintaining consistency and high morale, Elle continuously illuminated my understanding of what it means to have grit and determination.

...see more



**Lauren M Taylor** · 2nd

Accelerator at REDF- Sr Program Manager

April 30, 2021, Elle was Lauren M'S client

I had the opportunity to work with the most incredible women this year, building businesses in industries from IVF to wedding tech, but one woman has really inspired me this year and I want to celebrate her. Elle Rustique of TipBrightly.io is one of the most dedicated, dynamic, and powerful founders I've met. She is indeed a force of nature. Elle set out to address the impact that an increasingly cashless soci ...see more

Show all 15 received →

## Publications

### The Graduate Profile: A District Strategy for the Coherent Alignment of Student Outcomes

Stanford Center for Opportunity Policy in Education · Jan 1, 2015

Show publication ↗

In Linked Learning districts across California, the graduate profile is becoming a multi-faceted strategy for bringing coherence, clarity, and focus to practitioners and leaders at all levels of the system. Long use ...see more

### The Linked Learning Advantage: Using Linked Learning to Implement the Common Core State Standards

Stanford Center for Opportunity Policy in Education · Jan 1, 2013

Show publication ↗

This brief examines how Linked Learning, an innovative approach to high school reform, offers an advantage to teachers, schools, and districts implementing the Common Core State Standards.

Other authors



### Linked Learning in Porterville: Creating Capacity for Innovation and Change through Collaborative Leadership and Community Engagement

Stanford Center for Opportunity Policy in Education · Jan 1, 2012

Show publication ↗

This leadership case study describes how Porterville Unified School District (PUSD) implemented Linked Learning, a state-wide initiative for redesigning large comprehensive high schools into smaller learning ...see more

Other authors



Show all 5 publications →

## Languages

English

## Interests

Influencers

Companies

Groups

Schools



**Rafat Ali** · 2nd

CEO & Founder, Skift; Exhausted Dad of Two Boys

455,897 followers



**Maria Shriver** · 3rd

Founder at Shriver Media

270,540 followers