

 Jessica Baker, Founder & CEO of EQIQs

Media Kit

Jessica Baker

Founder & CEO, EQIQs™ · Inventor, U.S. Patent #9,002,961

Jessica is building the relationship intelligence layer for modern work — combining 21 validated personality and behavioral frameworks into one decision-ready compatibility engine for hiring, leadership, partnerships, and communication.

She is passionate about helping people build stronger businesses by building stronger relationships.

At a glance

Role	Founder & CEO, EQIQs™	Inventor	U.S. Patent #9,002,961
Council	Forbes Business Council contributor	Education	MBA, Finance · BS, Biology
Certification	Certified Matchmaker, Matchmaking Institute	Based in	Naples, Florida
Frameworks integrated	21 validated psychometric instruments		

Featured in

Forbes Business Council

Bloomberg Businessweek

Inc.

Cosmopolitan

SiriusXM Radio

LA Talk Radio

Upcoming appearances

e360tv — Crunching Your Growth with Phil Masiello (July 21, 2026)



Exclusive audience offer

30% OFF any EQIQs subscription — for media, podcast, and press audiences.

Bios (copy & paste)

Story-first founder bios written for hosts, producers, and journalists. Lift verbatim.

One-liner

Jessica Michelle Baker is the founder and CEO of EQIQs™, a patented relationship intelligence platform helping people and organizations make better decisions about hiring, leadership, partnerships, sales, recruiting, coaching, and communication by combining insights from 21 validated personality and behavioral frameworks into one actionable compatibility engine.

Host intro (~50 words)

Jessica Baker is the founder and CEO of EQIQs, a relationship intelligence platform helping organizations make better hiring, leadership, partnership, and communication decisions

through AI and 21 validated personality frameworks. She is passionate about helping people build stronger businesses by building stronger relationships.

Short bio (~100 words)

Jessica Baker has spent her career building businesses and analyzing the people inside them — from nine years in New York City finance at hedge funds, fund of funds, and management consulting, to technology, marketing, and entrepreneurship. Across every industry, she noticed the same pattern: companies rarely failed because people lacked talent — they failed because the wrong people were working together.

That realization led her to create EQIQs, a patented relationship intelligence platform that combines insights from 21 validated personality and behavioral frameworks into one practical decision-making system.

Today EQIQs helps founders, recruiters, HR teams, coaches, sales professionals, and individuals make smarter decisions about hiring, leadership, partnerships, communication, and relationships.

Long bio (~250 words)

After spending years analyzing businesses and building companies across finance, technology, marketing, and entrepreneurship, Jessica Baker noticed something that kept costing organizations millions of dollars: people problems.

Great employees were hired into the wrong roles. Talented founders chose incompatible co-founders. Leadership teams struggled with communication. Sales professionals misunderstood buyers. Relationships broke down — not because people lacked intelligence or ability, but because they lacked insight into how people actually think, communicate, and work together.

Jessica founded EQIQs to solve that problem.

EQIQs is a patented relationship intelligence platform that combines insights from 21 validated personality and behavioral frameworks — including MBTI, DISC, Big Five, Enneagram, Attachment Style, Love Languages, EQ, and more — into one practical compatibility engine that adapts to different relationship contexts such as hiring, leadership, recruiting, coaching, business partnerships, friendships, and dating.

Jessica is the inventor of U.S. Patent #9,002,961, a Forbes Business Council contributor, and a

Certified Matchmaker through the Matchmaking Institute. She holds an MBA in Finance and a BS in Biology. Her work sits at the intersection of finance, psychology, artificial intelligence, and entrepreneurship, helping organizations make better people decisions through relationship intelligence.

Today EQIQs serves founders, executive search firms, HR teams, recruiters, coaches, therapists, matchmakers, and technology platforms through its web application, Chrome Extension, Zapier integration, and API.

Extended founder story (~500 words)

Jessica Michelle Baker has spent her career building things — companies, teams, technology, and the relationships that make all of it work. Her foundation began in New York City finance, where she spent nine years analyzing businesses and the people running them: first as a research analyst at a long-short hedge fund, then evaluating managers at a \$1B+ fund of hedge funds, and later as a senior business analyst and project manager at a management consulting firm serving Thomson Reuters, the Federal Reserve, and Merck.

Across finance, technology, marketing, and entrepreneurship, she watched the same expensive pattern repeat itself in every industry she touched: brilliant people in the wrong seats, talented founders with incompatible co-founders, leadership teams that couldn't communicate, sales professionals who couldn't read their buyers. The companies that struggled almost never struggled because of a lack of talent. They struggled because the people inside them didn't understand how to work together.

That insight became the problem Jessica decided to spend her career solving.

She founded EQIQs to give people and organizations something the assessment industry had never delivered: a single, decision-ready answer to "how well will these people actually work together?" The hidden cost of getting that question wrong is staggering — a mis-hire can cost an organization more than twice the role's annual salary, founder breakups kill more startups than market timing, and quiet communication mismatches drain productivity from teams that look great on paper.

Most existing tools try to answer the question with a single lens. MBTI alone. DISC alone. One personality test, one score, one story. Jessica's conviction — backed by U.S. Patent #9,002,961 — is that human compatibility is too important and too nuanced to read through one instrument. EQIQs combines 21 validated personality and behavioral frameworks, including MBTI, DISC, Big Five, Enneagram, Attachment Style, Love Languages, and EQ, then re-weights them by context. A hiring score is calculated differently than a co-founder score. A coaching

read is calculated differently than a sales read. The result is something practical: a compatibility engine teams can actually make decisions with.

Jessica holds an MBA in Finance and a BS in Biology. She is a Forbes Business Council contributor and a Certified Matchmaker through the Matchmaking Institute, and her work has been featured across Bloomberg Businessweek, Inc., Cosmopolitan, SiriusXM, and LA Talk Radio. She writes and speaks at the intersection of finance, psychology, artificial intelligence, and entrepreneurship — translating decades of behavioral science into tools founders, recruiters, HR leaders, coaches, and operators can use on a Monday morning.

The vision for EQIQs is bigger than any single product. Jessica is building the relationship intelligence layer for modern work — the standard organizations reach for before they hire, promote, partner, or invest. Through the web app, Chrome Extension, Zapier integration, and API, EQIQs is already serving founders, executive search firms, HR teams, recruiters, coaches, therapists, matchmakers, and technology platforms.

Her mission is simple: help people make better people decisions — because better businesses are built by better relationships.

Popular interview topics

Story-driven angles that work for business, founder, HR, AI, and growth podcasts.

Why founders choose the wrong co-founders

Hiring beyond the résumé

The psychology behind high-performing teams

Communication mistakes that cost organizations millions

Why emotional intelligence isn't enough

Relationship intelligence in the age of AI

Building a startup from idea to patented technology

Lessons learned building EQIQs

How AI is changing hiring and recruiting

Why understanding people is the ultimate competitive advantage

Sample questions

Hand these to your producer — Jessica has crisp, story-driven answers for each.

What inspired you to build EQIQs?

Why aren't personality tests enough?

Why combine 21 frameworks?

How can founders choose better business partners?

What hiring mistakes do organizations make most often?

What lessons have you learned building EQIQs?

Where is AI headed next?

Media downloads



Media Kit PDF (bios, topics, questions, links)



High-resolution headshot



Full press kit (.zip — logos, screenshots, bios, PDF)



Brand assets & product screenshots

Product links

 [EQIQs.com](#)

 [Interactive demo](#)

 [Performance Science & ROI](#)

 [Pricing](#)

 [API](#)

 [Community](#)

Social & references

 [Forbes Business Council profile](#)

 [LinkedIn — Jessica Baker](#)

 [LinkedIn — EQIQs company](#)

 [Instagram — @eq.iqs](#)

 [Facebook — getEQIQ](#)

 [Founder site — jessicambaker.com](#)

Book Jessica Baker

Jessica speaks on entrepreneurship, AI, hiring, leadership, recruiting, communication, relationship intelligence, startup growth, and the psychology of high-performing teams.

jessica@eqiqs.com · Naples, FL (ET)