ITONICS Academy

Certificate in

# Jobs to Be Done

Proudly awarded to

Jenny Mendoza-Turcios

understands the principles of the Jobs-to-be-Done framework, including how to identify underlying customer jobs, avoid common misconceptions, and apply job-based thinking to guide innovation, enabling the development of solutions that better address customer needs and market opportunities.

Dr. Michael Durst
Founder & Chairman

23/06/2026
Date