Solving the Skills Gap
A Leader in Education

Today’s complex, global economy requires a skilled workforce that can leverage technology to fuel success. Since 2011, General Assembly has transformed careers and teams through pioneering, experiential education in today’s most in-demand skills.

GA’s robust suite of courses includes all the fundamental pillars of innovation to give individuals and teams options for growth and development. These skills — coding, data, design, digital marketing, and product management — foster innovation and drive the modern economy.
GA was founded on the principle of empowering people to pursue the work they love. Since we opened our first campus in 2011, we have had the privilege of working with students, governments, and the world’s largest companies to create opportunities to radically transform careers and economic prospects.

Jake Schwartz
Co-Founder and CEO
General Assembly
At a Glance

- Award-winning curriculum and expert instructors at 33 global campuses, online, and in-office.
- A thriving alumni community of 78,000+ full and part-time graduates and counting.
- Dedicated career coaching for full-time students, with 8,000+ hiring partners, including Capital One, IBM, and NBC.
- Corporate training and hiring solutions with 400+ companies worldwide, including nearly 40 of the Fortune 100.
- More than 1,000,000 attendees at bootcamps, workshops, and events.
Awards and Recognition

At General Assembly, we strive to create a culture of excellence that empowers our community to thrive. We feel honored and humbled to receive recognition from leaders acknowledging the efforts of our global teams. Recent highlights are below.

Fast Company: Winner, World’s Most Innovative Companies, Winner, Diversity in Coding

Optimas: Winner, Corporate Citizenship

MIT: Finalist, Inclusive Innovation Competition

Built in NYC: Top 100 Tech Companies

Technical.ly DC: Winner, Tech Mission Org of the Year
Empowering Individuals
Building Tomorrow’s Workforce

Career-Changing Full-Time Courses
Pathways to fulfilling new careers in data science, web development, and user experience design. Our Immersives offer expert instruction, one-on-one career coaching, and curriculum that’s continually refined to keep pace with employer demands.

Career-Boosting Part-Time Courses
Evening, weekend, self-paced, and accelerated opportunities spanning data, business, tech, and design. Taught by industry leaders, our part-time courses help students hone new skill sets and unlock new career growth whether they’re learning on campus or online.

Network-Building Classes, Workshops, and Events
From expert panels to hands-on bootcamps, our robust calendar of short-form offerings connects professionals with thought leaders shaping tomorrow’s economy. Online and on-campus happenings highlight leading innovations, technologies, and trends.
“Writing code seemed unattainable because it seemed complicated and foreign, but GA taught me otherwise. I tell everyone how GA changed my life. I successfully made the career change I wanted. I am a web developer!”

Molly Kraus
Web Development Immersive Graduate
GA New York
Transforming Teams
Corporate Business Solutions

GA drives performance and leadership through innovative training and hiring programs that have transformed hundreds of companies — including over one-third of the Fortune 100 — around the globe.
GA’s Talent Pipeline as a Service (TPaas) Transforms Teams

General Assembly’s customized programs and Advanced Skills Academies help companies pinpoint opportunities for growth.

Assess
Benchmark your team’s skills. Find and focus on areas of growth in data, digital marketing, and web development.

Upskill
Transform entry-to-mid-level team members into go-to topic leaders through rigorous, dynamic, and customized training programs.

Reskill
Optimize talent you have. Retrain valuable, adaptive employees in relevant skills instead of spending time and money on new hires.

Hire
Simplify and economize the hiring process with custom solutions that bring diverse, technical talent to your company.

Onboard
Optimize valuable new talent. Prepare new hires with the industry expertise, company knowledge, and skills needed to thrive.

Diversify
Enrich your company culture. Bring a broad range of voices to the workplace and build an inclusive, collaborative environment.
Case Study

How an Insurance Leader Invested in Reskilling Its Workforce

Our global client had a strong employee base with valuable institutional knowledge, their tech skills were too outdated to deliver effective products for today’s fast-changing economy.

After benchmarking employee competencies with GA’s assessments, the data revealed a need for coders and user experience designers to elevate the business. Employees enrolled in GA’s transformative full-time Immersive courses, and ultimately resulted in:

- New skills in user research, prototyping, full-stack web applications, and more.
- Tech-literate workforce able to tackle essential software, data, and digital strategy.
- Significantly lower talent acquisition spend to fill critical roles by investing in existing employees.
The Standards Boards

GA works with leaders at the world’s top companies to map career paths, define skill requirements, and offer clear benchmarks for success. Our Standards Boards provide individuals and hiring managers with guideposts to steer strategic development.

Data Science

Aaron Black, Chief Data Officer, Inova Translational Medicine Institute
Michael Bopp, Head of Data Solutions, Scryve Financial
Christine Hung, Head of Data Solutions, Spotify
Mark Jacobsohn, VP, Head of Data Science and Machine Intelligence, Bow Allen Hamilton
Domenic Maides, Global Head of Global Data, Bloomberg L.P.
Daniel Maraschuk, CEO, Netal Technologies
Malek Mazumdar, Chief Research Officer, Nielsen
Shane Murray, VP of Data Analytics and Platforms, The New York Times

Digital Marketing

Greg Butler, VP, Miller Brands, Miller/Com
Matt Dailli, Director of Performance Solutions, Google
Marie Guin-Manile, CMO, L’Oréal USA
Ben Harrell, SVP, Brand and Digital Marketing, Riverside
Gail Horwood, SVP, Integrated Marketing, Kohl’s Corporation
Joy Howard, CMO, Sonos
Micky Ovur, Co-President, Bonobos
Seth Rabin, President & CEO, Nucleus Marketing Solutions
Geoffrey Sanders, VP, Growth & Customer Marketing, Betterment
Andrew Stephen, Associate Dean of Research and L’Oréal Professor of Life Sciences, University of Oxford
Joseph Thompson, Principal, Hardy Capital Partners
Social Impact at General Assembly

We believe everyone should have access to education and careers in technology.

Together with nonprofits, government leaders, and companies, we work to develop programs and financing options that enable underrepresented groups to unleash their potential and pursue careers in tech.

We’ve awarded over $22.2M in scholarships to-date.
“My experience at GA was amazing. The people were high-quality, kind, and supportive. The atmosphere was inspiring and overflowing with resources. I couldn't have hoped for a better place to learn to code.”

Kay Hudson
U.S. Air Force Veteran,
WDI Graduate, and Software Engineer
To learn more, visit ga.co.