

## JESSA TURNER

Jessa B. Turner is a passionate marketing and communication professional that supports her community of Southern Arizona through university-based economic development. She directs and executes communication strategies that promote and publicize Tech Parks Arizona and its units: UA Tech Park, UA Tech Park at The Bridges, and the UA Center for Innovation.

She elevates the brand of Tech Parks Arizona and its units through the development of marketing materials, consistent messaging, and social media as well as a robust media outreach program. She serves as the marketing and communication liaison to the University of Arizona for Tech Parks Arizona.

She is an award-winning PR practitioner and has had several public relations, marketing, and economic initiatives that have won awards at both the local level and national level.

Turner is a member of the Association of University Research Parks (AURP) and part of the marketing/communications committee as well as a member of the Public Relations Society of America (PRSA) and serves on the Western District PRSA Board of Directors and the local PRSA Southern Arizona Board.

She earned a Bachelor of Arts in Economics from the University of Arizona and is a graduate of the Greater Tucson Leadership program.

