



Jessica Pence

MARKETING DIRECTOR

Jessica Pence is the Director of Marketing at The Retail Connection and is celebrating her 20th year with the firm. As marketing director, Jessica oversees a spectrum of strategic initiatives across TRC's offices in Dallas, Fort Worth, Austin, Houston, and San Antonio, including marketing strategy, branding, advertising, and communications.

Her influence extends beyond the corporate sphere. As Chair of the ChainLinks Marketing Council and an active International Council of Shopping Centers (ICSC) member, Jessica blends her corporate knowledge with a deep engagement in industry affairs. This dual commitment reflects her dedication to TRC's success and her broader contribution to the evolving marketing landscape.

Jessica's leadership is not just about overseeing strategic initiatives but also about solving problems. Her proactive approach to challenges is evident in her successful implementation of innovative solutions. From introducing a new client management system to facilitating a seamless transition to an all-digital document format and integrating Google Analytics for precise website traffic tracking, she has demonstrated a keen ability to drive efficiency and adaptability, making her an effective leader. Her commitment to fostering a collaborative and supportive work environment creates an atmosphere conducive to innovation and success.

Jessica is passionate about fitness and has completed a marathon and triathlon for the Leukemia and Lymphoma Society and the 2012 Boston Marathon benefiting Boston's Boys & Girls Club. Jessica shares her proudest moments with her husband Tyler, and their four-year-old twin daughters, Sutton and Hayes.

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