

## Contact Information

**DALLAS | FT WORTH**
2525 McKinnon Street
Suite 700
Dallas, TX 75201

**EMAIL:**
jpence@theretailconnection.net

**OFFICE:**
214.572.0777

**DIRECT:**
214.572.8435

**FAX:**
214.572.0009

# Jessica Pence

**MARKETING DIRECTOR**

Jessica Pence is the Director of Marketing at The Retail Connection, where she has helped build and grow one of Texas' leading retail-focused commercial real estate firms since 2004. She began her career at TRC in an administrative role and advanced to a department leadership position, building a hands-on understanding of the company and commercial real estate.

Jessica provides strategic marketing leadership across TRC's offices in Dallas, Austin, Houston, and San Antonio. She also co-leads national marketing for ChainLinks Retail Advisors, supporting the network's branding, communications, events, and member engagement. Jessica is an active member of the International Council of Shopping Centers (ICSC).

Throughout her career, Jessica has led a wide range of company initiatives to improve efficiency, modernize processes, and support business development. She has helped guide major website and technology updates, moved marketing systems and files to cloud-based platforms, introduced interactive digital tools and pitch materials, and partnered with leadership on key presentations and company initiatives. With more than two decades in commercial real estate, Jessica brings practical experience in both marketing and operations, with a strong belief in building knowledgeable in-house teams that understand the company, its clients, and the pace of the industry.

Jessica shares her proudest moments with her husband, Tyler, and their twin daughters, Sutton and Hayes.