

**Jessica Pacheco**  
*CEO, Horizon Strategies*

Jessica Pacheco has extensive private sector experience and for over 22 years has held various executive positions in a Fortune 500 energy company including vice president of corporate development and external communications, vice president of external affairs, and vice president of state and local affairs.

Her primary responsibilities at Pinnacle West Capital Corporation, the parent company of Arizona Public Service Company, included state and local engagement strategies, policy strategy, reputation and brand management, external and customer communications, economic development within the utility service territory and developing and expanding business opportunities within the unregulated entities under the parent umbrella.

Jessica has worked extensively in economic and community development arenas throughout Arizona, the southwestern United States and northern Mexico. She led general advocacy efforts for the Arizona Mexico Commission and the Border Trade Alliance with the governments of Mexico and Canada.

She has led several issue campaigns in Arizona and has acted as a senior advisor to various statewide candidate campaigns. She has a deep understanding of the Arizona electorate and the drivers that influence voter behavior.

Jessica sits on the Arizona Board of Regents, serves as president of the board of directors for the Arizona-Mexico Commission, is the political affairs chair and on the executive committee for the Arizona Chamber of Commerce and sits on the Thunderbirds Charities board of directors. She is active as a director with a number of other community and business organizations. Pacheco is past chair of the Arizona Chamber of Commerce Foundation, past director for the Arizona Hispanic Chamber of Commerce Board and Maricopa Community College Foundation Board and is past chair of the Border Trade Alliance Board.

Jessica earned a Bachelor of Arts degree from the University of Arizona and is fluent in Spanish and Portuguese. She has taught a seminar at Georgetown's McDonough School of Business on utility engagement in public policy and campaign management. She is a graduate of the Stanford School of Business Executive Program and the Nuclear Reactor Technology Course at the Massachusetts Institute of Technology.

Jessica and her three children live in Phoenix, AZ. She loves to hike and practice yoga.