

**Jessica Pacheco**  
CEO, Horizon Strategies

Jessica's experience is unparalleled in Arizona and her reputation as a master strategist, leader, contributor, and powerful influencer has been earned over 25 years of consistently successful outcomes. Jessica sees opportunity and connections where most see roadblocks and gridlock. She is a thought partner and advisor to the most elite business, community, and political leaders. Jessica can see around corners and connect dots to develop unique and innovative solutions to any problem. Her ability to execute is second to none. She possesses the tactical know-how, essential relationships, and precise maneuvering ability to help clients reach their goals in the quickest and most effective way possible. She assists leaders in tapping into opportunities across business verticals, including those that meet at the intersection of government and the private sector.

She has extensive private sector experience, with over 22 years in executive leadership for a Fortune 500 energy company, including serving as the vice president of corporate development, external communications and external affairs. Her areas of responsibility in these roles included state and local engagement strategies, policy strategy across a broad spectrum of issues, reputation and brand management, external and customer communications, economic development within the utility service territory, developing and expanding business opportunities using private equity backing within the unregulated entities under the parent umbrella and leading large diverse teams. She has worked extensively in economic and community development arenas throughout Arizona, the southwestern United States and Mexico. She led international advocacy efforts to enhance trade opportunities with Mexico and Canada.

On the political front, she has led several issue campaigns in Arizona and has acted as a senior advisor to various statewide candidate campaigns for both state and federal office. She is also a true data nerd, which gives her a deep understanding of the Arizona electorate and the drivers that influence voter behavior. With her acumen of the political topography and her ability to forge coalitions, Jessica has helped business, civic, and elected leaders navigate ever-shifting political currents to create roadmaps for success.

Jessica is committed to giving back to her community through both board service and mentoring the next generation of doers. She sits on the Arizona Board of Regents, serves as president of the board of directors for the Arizona-Mexico Commission, the political affairs chair and on the executive committee for the Arizona Chamber of Commerce and sits on the Thunderbirds Charities board of directors. Over the course of her career she has served as a director with a number of other community and business organizations, including being the chair of the Arizona Chamber of Commerce Foundation and of the Border Trade Alliance Board, and past director for the Arizona Hispanic Chamber of Commerce Board and Maricopa Community College Foundation Board. She has had the honor of receiving several leadership awards and both presidential and gubernatorial appointments which have included senate confirmation.

Jessica earned a Bachelor of Arts degree from the University of Arizona and is fluent in Spanish and Portuguese. She 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, almost grown, children live in Phoenix. The desert southwest has a magical quality to its landscape which she is grateful for every time she gets to hike. She loves to play card games, hang with her kids and practice yoga. If given a choice, she will always opt to wear flip flops.