

Ashley Jared
40 Under 40
Executive Summary

Ashley Jared
Communications Director | Deputy Director | Senior Advisor
Iowa Finance Authority

Career Accomplishment Highlights:

- **Named Deputy Director of state agency**
- **Youngest member of Iowa Finance Authority's Executive Leadership Team**
- **Increased annual statewide HousingIowa Conference attendance by more than 50% and sponsorships by more than 30%**
- **Successfully led key agency-wide rebranding initiative**
- **Leads agency-wide strategic planning**
- **Led initiative to launch statewide housing locator, IowaHousingSearch.org in Iowa**

Community Involvement Highlights:

- **Leadership Iowa Class of 2012-2013**
- **Opportunity to guide Iowa Home Owner Education Project through a transformational time for the organization as a Board member**
- **Named to the International Association of Business Communicators Board of Directors**
- **Named to the Polk County Housing Trust Fund Board of Directors Marketing Committee**
- **Serve on Warren County 4-H Youth Advisory Board**

Fun Fact Highlights:

- **Award-winning swine show woman**
- **Avid deer hunter**
- **Have flown in a Black Hawk Helicopter**

Career Accomplishments

The Iowa Finance Authority is a quasi-state agency that offers a broad range of vital programs for Iowans including programs to assist Iowans with homeownership, title guaranty, affordable rental, homelessness, beginning farming and water quality. The agency invests more than \$1 billion in investments throughout the state each year.

I have excelled in both private and public sectors, and am a state employee by trade, marketing guru by choice. In addition to my duties as Communications Director of the Iowa Finance Authority, I also serve as Deputy Director and Senior Advisor.

As a part of my role as Communications Director, Deputy Director and Senior Advisor of the Iowa Finance Authority, I serve on the executive leadership team. As the youngest member of this team, I literally have a seat at the table for all major policy decisions – from program and operation issues to agency rules, regulations and hiring. I bring a different perspective to this weekly meeting, in which I strive to be the voice of the new generation of workforce, one that will attract the best and brightest talent, support the need for modern technology and the efficiencies it brings to allow us to be able to best serve Iowans.

As the Communications Director for the Iowa Finance Authority, I'm charged with strategizing and implementing statewide communications plans for the agency's programs with diverse audiences ranging from communities, municipalities, homeless service providers, home buyers, attorneys, lenders, Realtors, developers and investors. I lead the agency's managers in four core divisions and forty programs in all

marketing and media relations and crisis communications efforts. I recently led an initiative to bring a statewide rental housing locator to Iowa and launch it for landlords and renters. The national contractor has expressed that Iowa's launch was the most successful to date out of 34 other states.

My responsibilities also include planning the statewide HousingIowa Conference which draws approximately 500 housing professionals from throughout the state each year. I increased conference attendance by fifty percent the first year that I planned the conference.

I'm also tasked with important agency-wide initiatives such as building and maintaining a strong organizational brand. In 2011, I successfully led a large rebranding initiative that resulted in a logo and communications materials that best represent our agency's mission. I also lead the agency's strategic planning process to ensure that our goal development and implementation align with our mission.

Community Involvement

Leadership Iowa Class of 2012-2013

The Iowa Association of Business and Industry invites forty leaders throughout the state to participate in Leadership Iowa each year. Gaining admission to Leadership Iowa is highly-competitive, as it is the premier issues-awareness program promoting leadership within the state. I had the opportunity to be selected to the 2012-2013 Leadership Iowa class, we experienced many once in a lifetime opportunities and were able to give back to each community we visited by giving to a local worthy-cause in each community.

International Association of Business Communicators Board of Directors

The Iowa Chapter of the International Association of Business Communicators is a diverse, broad-based group that has members that represent all walks of life in the communication world.

Being an active Board member of this organization allows me to play a key role in leading Iowa communications professionals from all sectors to new ideas, fresh insights, and problem solving assistance through collaboration.

Iowa Home Owner Education Project Board of Directors

The Iowa Home Owner Education Project is a statewide Board that strives to increase financial literacy and homeownership education throughout Iowa, with a focus on under-served areas.

My involvement on the IHOEP Board of Directors allows me to use both my knowledge of the housing industry in Iowa and my skills as a marketing and communications professional to help the organization strategize about the best way to remain relevant to the housing organizations they serve as well as potential funders, in today's reality of diminishing federal funding for home buyer counseling.

Warren County 4-H Youth Advisory Board

The Warren County 4-H Youth Advisory Board helps to determine 4-H rules, hears issues related to Warren County 4-H projects and guides 4-H leaders.

I have a personal passion for 4-H, stemming from my time as a youth 4-H member. The unique program offers Iowa youth an invaluable opportunity to master real-life skills ranging from proper dining etiquette to the correct way to show a pig. I'm dedicated to playing my part to ensure that youth in my County have the same opportunities I did through local 4-H programs.

Polk County Housing Trust Fund Board of Directors Marketing Committee

The Polk County Housing Trust Fund's mission is to help make housing affordable in Polk County. This closely aligns with the mission of the Iowa Finance Authority on a statewide basis, and creates a natural opportunity for me to offer my expertise to advance affordable housing at a local level as well.

I'm proud to provide a fresh perspective and offer my experiences in affordable housing with the Polk County Housing Trust Fund Board. The Iowa Finance Authority and the Polk County Housing Trust Fund face many of the same challenges, among the top of the list is the "Not In My Backyard" or NIMBYISM effect that affordable housing projects often receive.