May 23, 2019

Dear Emerging Woman of Influence Award Judges,

It is a pleasure to support the nomination of Jen Cross as an Emerging Woman of Influence. I first met Jen when I worked at Catch Des Moines and interviewed her for an open position. We were hiring a position requiring significant sales and relationship-building experience. While Jen’s background was in marketing, it was more focused on marketing through events and digital media. However, I saw a spark in Jen. I knew she was destined for big things and we needed her on the Catch Des Moines team. She was hired at manager level and has since moved her way up to Director of Development and Partnerships.

Now, more than six years later she is one of the most influential leaders at Catch Des Moines. Her drive and passion for the organization to help move the region forward, while building meaningful relationships in the community is captivating. Each year in her role at Catch Des Moines, she has increased funding and raised awareness for Catch Des Moines and the tourism industry in our region. She has built a comprehensive investment campaign strategy for the organization which has led to additional dollars rolling into the organization, therefore further diversifying Catch Des Moines’ bottom line and allowing for additional marketing of our region.

Her leadership extends beyond her day job. When I was asked to join the UnityPoint Health – DSM Board, I was leaving a vacancy in my role on the John Stoddard Cancer Center Board. I recommended Jen for that role. Not only did the team eagerly offer Jen a seat on the board, she is now Vice Chair! She also volunteers through the Cyclone Gridiron Club Board of Directors, Big Brothers Big Sisters, Winefest Grand Gru and more. Jen believes in the power of giving back to our community and does so with fervor. She walks the talk.

Jen also recently graduated from the Greater Des Moines Leadership Institute. I continue to hear positive comments about Jen and her impact on her classmates. She is respected and her passion is appreciated.

In closing, Jen is strategic. Sharp. Driven. As a past Emerging Woman of Influence honoree; former boss of and current mentor to Jen, I am proud to support her nomination.

Sincerely,



Tiffany Tauscheck, CDME

Chief Strategy Officer

Greater Des Moines Partnership