

Jessica Yasukochi is currently the Vice President for the Valley Industry & Commerce Association (VICA).

Although frequently out-side of the public spotlight in a very public organization, Jessica has built a solid reputation among the Valley's most recognized power players in the business community for running VICA's operations with logistical precision. She coordinates numerous VICA events while sustaining an outstanding organizational system, including a million dollar budget she is responsible for and for keeping the information flowing to the 400-plus corporate members of VICA as well as to the VICA officers, staff and affiliates. She is the hub at the center of complex network of policy people and business leaders.

Jessica was promoted to Vice President from Director of Operations and before that, Executive Assistant, primarily because of the leadership strengths she demonstrates while working within VICA's very ambitious and business-driven environment. Among the traits that have earned her great respect and admiration is her ability to interact with the region's business, civic and legislative leaders in a time-sensitive, yet quality-based fashion by successfully employing a personalized approach ... with unwavering clarity and grace. Jessica has been with VICA for almost 17 years and going strong.

Before joining the VICA team, Jessica worked with SEARS Valencia for six years. One of her favorite jobs was her position at Six Flags Magic Mountain Guest Relations Department for 3 years.

Jessica has a BA in Asian American Studies with a minor in Political Science from California State University, Northridge. She earned her high school diploma from Wilder High School in Wilder, Idaho. It was during this time that Jessica spent a year in Japan as a Foreign Exchange Student.

Jessica lives in Valencia with her husband Stuart, their toddler son Jensen and their two cats Mayo and Turtle. She loves hockey (Go Ducks) and cycling and vows to one day see Le Tour de France in person.