

## Jennifer Federici

**Associate Vice President of Marketing  
YMCA of Metropolitan Dallas**

Jenny Federici is a seasoned marketing professional with over 16 years of experience fortifying brands and accelerating customer acquisition through digital and traditional marketing efforts. She worked for many years in the financial sector including payment processing, banking, and agency brokerage. Her passion for championing equitable access for all brought her to the Y in 2014.



As the Associate Vice President of Marketing with the YMCA of Metropolitan Dallas, Jenny enjoys seeing the Y's mission in action and loves that no two days look alike at the Y. She is honored to be part of the 15th cohort of YMCA of the USA's Multicultural Executive Development Institute, an executive development program that prepares staff of color for senior-level positions such as CEO, COO, and other chief, VP, and district-level positions. She also serves on a subcommittee of the national Hispanic-Latino Leadership Network, focusing on the recovery efforts of the San Juan and Ponce YMCAs in the aftermath of Hurricane Maria.

Originally from the Pleasant Grove area of Dallas, TX, Jenny holds a Bachelor's Degree from the University of Texas at Austin, as well as a Nonprofit Marketing Certificate from the Center For Nonprofit Management. She resides in Grapevine with her husband of 10 years, Bob, and their two children Josephine, 3, and Benjamin, 9 months.

