



Jessica Bybee-Dziedzic, *Vice President of Client Operations, Saffire*

Jessica has a comprehensive background in online marketing, social media, websites and ticketing strategy. In 2007, she joined Wright Strategies, managing global e-commerce projects and strategy for clients including KEEN Footwear, Nike and Frito Lay. In 2009, Jessica helped Wright Strategies create Saffire, providing events, venues and destinations with ticketing and websites in a simple integrated platform. She is the Chair-Elect for the Texas Festivals and Events Association and serves on the Board of Directors for the Texas Travel

Alliance. In her spare time Jessica and her husband, Jim, enjoy traveling the country watching minor league baseball and spending time with their two grandkids, Braxton & Kennedy.