



Jennifer Owens

President

Lakeshore Advantage President Jennifer Owens delivers direct business attraction, expansion and retention services while providing overall leadership to the organization.

Since joining the organization in 2013, she has helped various major business expansion and attraction projects. She has more than 15 years of leadership experience in business retention, expansion and attraction working at various state and local economic development positions throughout Michigan.

Prior to joining the Lakeshore Advantage team, Jennifer held the positions of vice president at Southwest Michigan First and principal of Consultant Connect, an organization that cultivates relationships between economic developers and location consultants. At Southwest Michigan First, Jennifer led the firm's new business attraction efforts. In addition, Jennifer held key positions at Ann Arbor SPARK and the Michigan Economic Development Corporation.

Her accomplishments also led her to various awards and recognition, such as being named an Athena Award Finalist (2017), *Grand Rapids Business Journal* Newsmaker of the Year Finalist (2015 & 2016), *Corp Magazine* Most Valuable Professional (2017) and *Grand Rapids Business Journal's* 50 Most Influential Women in West Michigan (2018).

In her free time, Jennifer and her husband Mike enjoy spending time with their three action-packed and athletic sons.

201 W. Washington Ave. Loft 410
Zeeland, Michigan 49464

P 616.772.5226
F 616.772.5602

lakeshoreadvantage.com