

Jessica Gonzales- Biography



Jessica Gonzales is the Economic Development and Housing Manager for the City of Lake Forest. In this role, she oversees the City's Economic Development and Housing Divisions and is in charge of developing and implementing business attraction, development, and retention strategies that can assist the more than 4,000 businesses located in the city. She has been with Lake Forest for over 10 years and has created and implemented a variety of innovative business attraction and retention efforts including Shop & Dine Lake Forest Week, GROW in Lake Forest, and the Lake Forest Expedited Business Assistance Program that has resulted in the successful location and expansion of notable top employers. She previously held positions with the City of Santa Ana and The Robert Group, a transit-focused public relations company. Jessica received her Master's in Public Policy from Pepperdine University and a Bachelor of Arts in Political Science from Cal State Fullerton University. She is one of the cofounders of the Orange County Economic Development Working Group, a forum for economic developers and business resource agencies to share best practices and strategies for helping businesses to grow and prosper in their respective communities. The group has gained notable recognition throughout the County and was adopted as the Orange County Chapter of CALED. Jessica previously served as a CALED Regional Ambassador, Conference Moderator, and a Conference Steering Committee member.