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Greater Winston-Salem, Inc. Announces Vice President of Membership and Engagement

WINSTON-SALEM, NC (April 3, 2024) — Greater Winston-Salem, Inc. is pleased to announce that Jessica Harpe has joined the organization to serve as the Vice President of Membership and Engagement. As a member of the leadership team, Jessica will manage and lead marketing, member, and investor relations efforts.

Greater Winston-Salem, Inc. is the Chamber of Commerce for Winston-Salem and Forsyth County with about 900 member businesses. The chamber provides numerous opportunities for members to promote and grow their companies and to learn through professional development and business insights. Greater Winston-Salem, Inc. also facilitates referral groups, an ambassador program, and other interest committees to enhance member engagement and benefits.

Jessica will lead efforts to maintain and create a variety of high-quality opportunities for engagement and value for members and investors of Greater Winston-Salem, Inc. while encouraging a vibrant and robust local business climate in Winston-Salem and Forsyth County.

“We are excited to welcome Jessica to our team and eager to see her generate a positive impact for companies of all sizes in our community,” says Mark Owens, President and CEO. “Jessica is optimistic, strategic, and results-oriented, and has a strong vision for continuing to enhance our membership value.”

“I look forward to meeting our members and hearing from them how we can best meet their needs - in advancing economic development, supporting workforce pipelines, leveraging community assets, and more. Our business community is innovative and entrepreneurial, and I am excited to collaborate to move our community forward,” says Jessica Harpe.

Jessica is a seasoned professional with a wealth of experience primarily in the financial services sector. Experienced in driving engagement to achieve impactful results, Jessica is skilled in spearheading strategic initiatives, business development, sales management, and leading high-performing teams. She has previously held roles within marketing serving as a strategist, commercial and small business banking, and most recently served as a Business Development Manager. She has an associate degree in business administration from Surrey Community College and an Executive Leadership Certification from Wake Forest University. Beyond her professional endeavors, she is deeply committed to community engagement, actively volunteering for organizations such as Trellis Supportive Care, Alzheimer’s Association, Cancer Services, Inc., and the Second Harvest Food Bank. We are thrilled to welcome Jessica to our team as she embarks on this new chapter of driving growth and excellence in our organization.

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Greater Winston-Salem, Inc. supports Winston-Salem and Forsyth County’s economic growth through initiatives in economic recruitment and retention, talent and workforce development, advocacy, and entrepreneurial programming. We are committed to bringing an innovative mindset and collaborative efforts to initiatives that develop a vibrant community that’s good for business growth and sustainability. Our efforts are informed by our 2030 Vision: to be the top mid-sized city in the Southeast, to be a more equitable community, and to be the best place to raise a family. Learn more at winstonsalem.com.