

Jessica Fair has 15 years of career experience inclusive of Shopper Marketing, Commerce Strategy, eCommerce Marketing Management, Marketing Performance Analytics and Team Management & Operations.

Starting her CPG career at two top shopper marketing agencies before joining The J.M. Smucker Company in 2014. She was part of the team responsible for building the Shopper Marketing discipline at Smuckers 7 years ago and now leads the evolution of the group to drive holistic omnichannel commerce marketing strategies.

Her passion is leading individuals and teams through dynamic change and drawing best performance from internal and external partners.