



Holly Bartecki

SENIOR VICE PRESIDENT, CREATIVE AND STRATEGIC DEVELOPMENT

Holly joined JT after a 12-year career in the not-for-profit and higher education sector. At JT, she provides firm-wide client services, including creative and strategy development, crisis communications planning and management, major writing assignments and communications audits. As a trained facilitator, Holly is often called upon to moderate public meetings and focus groups, as well as to deliver JT's customized communications training programs (message, media and presentation). With JT CEO and Managing Partner Mary Patrick, she developed a proprietary "Difficult Dialogues" training that she has co-facilitated for clients including CNA Insurance, the American Medical Association and many others across the country.

In addition, Holly serves as the senior advisor for much of the firm's work on behalf of school districts and higher education institutions, providing strategic counsel and crisis communications support for a wide range of issues, including contract negotiations, mediation/arbitration, strikes and unfair labor practices, transgender student accommodations, curriculum changes and challenges, construction and facility enhancements, referenda and local funding, employee/student misconduct, litigation, standardized testing, and unique educational programs and achievements.

Holly earned a bachelor of science degree in business management (personnel and industrial relations) from Northern Illinois University and a master's degree in adult and continuing education at National-Louis University. In addition, Holly developed the curriculum (traditional, online and hybrid format) for a "PR Issues" course and serves as an adjunct faculty member at Columbia College of Chicago.

Jessica Thunberg

SENIOR VICE PRESIDENT, BUSINESS STRATEGIES

Jessica joined Jasculca Terman Strategic Communications (JT) in May 2003. She has advanced through the ranks working on a wide range of public affairs and communications projects, providing strategic counsel, direct outreach, media relations, message development, crisis communications and event management support to clients.



Jessica is a core member of JT's communications training team delivering customized communications training programs to clients. Specifically, Jessica has led media, message and presentation trainings for non-profit, academic and government leaders across industry and sector.

Jessica works with JT's service areas, including public affairs, events and international advance, and digital media and video to develop and implement engagement strategies designed to reach new audiences. She also provides strategic counsel and leadership to support current JT clients.

In 2013, Jessica was hired to build the community engagement and outreach department for a large suburban education system. She led the system through a complete re-branding process, developed a comprehensive three-year strategy for the department and provided ongoing strategic communications counsel, before returning to JT in 2014.

Jessica received her bachelor's degree in public relations from Marquette University. She serves on the Executive Committee of the Associate Board of the Greater Chicago Food Depository, is president of the Chicago Area Public Affairs Group (CAPAG) and is co-chair of the Chicagoland Chamber of Commerce's Emerging Leaders group.
