



Jennifer Persike & Co.
Lead Better. Do Better.

Jennifer Persike, Founder / President

Jennifer Persike is an innovative strategist and a visionary leader with more than 30 years experience leading and working with California water and energy organizations, statewide associations, non-profits and corporations in addition to local, state and federal entities.

In 2017, Jennifer established her own firm, Jennifer Persike & Company. She and her team help organizations and individuals to *lead better and do better*. JP & Co. specializes in consultation for critical business needs, including organizational optimization, strategic planning, leadership development and training, and public affairs /communications. The firm also is committed to helping clients organically integrate diversity, inclusion, and equity into their company values.



Ms. Persike is the past Executive Director of Leadership California (LC), a statewide non-profit organization dedicated to increasing the representation and influence of diverse women leaders in all sectors across California.

As former Deputy Executive Director for the Association of California Water Agencies (ACWA), Ms. Persike built a reputation for understanding the issues, people, and challenges in the water arena. She has driven numerous high-profile, successful external and internal initiatives, including the creation and management of the original Save Our Water public outreach program, the award-winning California's Water Series on Public Television with Huell Howser and multiple other statewide education programs and campaigns.

Ms. Persike is committed to giving back to the community, serving on numerous boards and committees at the local, state, and national levels. These include, American Red Cross-Gold Country, ACWA Foundation, HerGen, Water Education Foundation, Association for Women in Water, Energy and the Environment, and Alzheimer's Association.

Ms. Persike holds a bachelor's degree in Journalism and Political Science from Chico State University. She holds a Certification in Facilitation, Mediation and Arbitration from University of California, Davis, and a Marshall Goldsmith Stakeholder Centered Coaching Certification and is completing a DE&I certification with Cornell University.