

## **Jennifer Tran**

### **Director, Navy Yard Marketing & Communications**

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Jennifer Tran is Director, Navy Yard Marketing & Communications, at PIDC, Philadelphia's public-private economic development corporation. Described by Politico as "the coolest shipyard in America" and by ULI as "one of the most successful office/industrial master-planned redevelopments in U.S. history," the Navy Yard is a 1,200-acre thriving riverfront neighborhood, with 7.5 million square feet of real estate in a mix of historic buildings and LEED® certified

construction oriented around world-class open space.

Jen is responsible for developing and managing the Navy Yard's marketing, communications, and events, including social media channels, marketing collateral, proposals, and presentations, photography, website, newsletters, and The Yard BLOG. Jen also handles the Navy Yard's media relations, branding, corporate communications, advertising, and sponsorships. Jen and her team oversees and plans community events such as the Navy Yard 5k, Lunch Truck Lineup, Executives Breakfast, groundbreaking and grand opening celebrations, and corporate social responsibility initiatives.

Prior to joining PIDC, Jen was a marketing and leasing assistant at Colliers International, a leading global commercial real estate company, and a marketing and team coordinator at MSC Retail, the region's preeminent retail real estate advisory and brokerage firm.

Jen is a graduate of Temple University, and is a volunteer at the Philadelphia Animal Welfare Society (PAWS) and an advisory board member for the Asian American Chamber of Commerce of Greater Philadelphia. She is also involved in the newly formed United Francisville Civic Association, to further civic involvement in the Francisville neighborhood of Philadelphia.

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