



JESSICA MAHAFFEY

VICE PRESIDENT AND CHIEF MARKETING
OFFICER (CMO)

Jessica Mahaffey is Vice President and Chief Marketing Officer (CMO) for ABS. She is responsible for leading the development and execution of measurable strategies globally for strategic marketing efforts, external relations and employee communications. Previously, she was Senior Director of Corporate Affairs with global responsibility for leading the company's external communications strategies, including media relations, industry events, reputation and thought leadership, stakeholder engagement, digital marketing, branding and creative services.

Prior to joining ABS in 2019, Mahaffey was Vice President of External Affairs at Direct Energy, where she held several marketing, communications, and regulatory senior leadership positions.

Mahaffey has a bachelor's degree in journalism and public relations, and a secondary concentration in marketing and management from Baylor University.