

## **Jasmin Brand**

Jasmin Brand is an award-winning marketer and serial entrepreneur who's built a solid reputation as an out-of-the-box innovator and expert at the business of strategic collaboration and partnerships.

In March 2022, Jasmin was named Director of Innovation for the Frisco Economic Development Corporation. In this newly created role, she is responsible for fostering growth of Frisco's existing innovation and entrepreneurship ecosystem and working with the city's Chief Innovation Officer on establishing Frisco as a major national hub for venture capitalists and regional innovation initiatives and events.

In 2009, Jasmin was bitten by the entrepreneurial bug and launched her first company - a creative agency (known today as The Start) that specializes in producing culturally rich, digital content and experiential events. In 2017, she got her official introduction to the North Texas startup scene with an opportunity to lead one of the region's first platforms created for the startup community. In 2019, she founded Her Texas, a tech-driven, statewide platform that provides female founders in Texas with access to community, capital and professional development.

In 2021, she was accepted into Babson College's Black Women's Entrepreneurial Leadership (BWEL) program, a competitive accelerator that provides Black women entrepreneurs the opportunity to engage with an inspiring community and a rigorous, experiential process that catalyzes innovative thinking and enables them to successfully scale and transform businesses.

An alumna of Leadership Dallas, she currently serves on the Board of Directors for Per Scholas, a nonprofit that provides tuition-free technology training to unemployed or underemployed adults for careers as IT professionals. In 2021, Jasmin was named to the Executive Board of her alma mater, Southern Methodist University's Dedman College.

Additionally, Jasmin also serves on the Women of Innovation Board, powered by the Dallas Entrepreneur Center, which exists to recognize, encourage and advance female leaders who have the courage and passion to transform their ideas and ambitions into a reality.

She is a previous recipient of the Minority Business Leader of the Year Award presented by the Dallas Business Journal and was the first-ever recipient of the Young Professional Leadership ATHENA Award presented by the Dallas Regional Chamber and KPMG.