

JENNIFER ENFIELD

Jenny Enfield is the Massachusetts High Technology Council's first Director of Digital Communications. She leads all aspects of the High Tech Council's communications with members and external audiences and is responsible for developing and implementing the High Tech Council's communications strategies. These efforts include creating and managing content for the High Tech Council's website, social media platforms, and other digital channels, and overseeing the production and distribution of internal and external communication materials, such as statements, press releases, presentations, and marketing collateral. Jenny also manages the preparation and production of High Tech Council meetings and events, including the High Tech Council's Annual Meeting, Board Meetings, and signature High Tech Council programming, such as Critical Mass policy programs and Engaged Workforce efforts, including the Women in Leadership Initiative and The School Series. In addition to these duties, she manages the High Tech Council's flagship initiative, MassVision2050, a sustained, multi-year collaboration between private, public, and academic leaders focused on generating bold ideas for Massachusetts' future.

Prior to joining the Council, Jenny was a Public Relations Account Executive and Social Media Manager at The Castle Group where she worked to develop and implement integrated public relations strategies with clients from a range of industries including financial and professional services, technology, healthcare, higher education, hospitality and tourism, and nonprofit. As Social Media Manager, Jenny implemented a comprehensive social media strategy that transformed the Firm's online presence by integrating all marketing channels including social media, search engine optimization (SEO), content writing, and digital marketing.

Outside of work, Jenny enjoys spending time with family and friends, traveling, and volunteering for Victory Programs, a local nonprofit that opens doors to health, housing, recovery, and hope for individuals and families facing homelessness, addiction, or other chronic illnesses like HIV/AIDS.

A native of Weston, Massachusetts, Jenny holds a Bachelor of Arts degree in Strategic Communications from Quinnipiac University, where she was a member of Lambda Pi Eta and graduated cum laude.