

# Leadership Team

## **Jessica Turcotte**

### **Chief Operating Officer**



As Chief Operating Officer, Jessica brings her passion for process improvement and team building to VBA. With overarching responsibility for operations supporting VBA's benefits administrators, brokers, providers, members and labs, Jessica is known for her strong work ethic and strategic thinking.

Since joining VBA in 2015, Jessica has grown the provider relations department to integrate the existing call center with newly created roles and processes, including network management, network development, credentialing, contracting, implementation and on-boarding. During her time at VBA, she led a team that expanded the vision provider network by 40% and increased the number of independent practitioners, as well as large retailers. In addition, she developed a marketing department, integrating outside agencies. She also rebranded VBA to include a new brand identity with improved messaging and imagery.

Jessica has been an integral part of information systems initiatives, serving as a product owner and subject matter expert on projects and enhancements. Jessica played a pivotal role in developing and implementing VBA's strategic plan.

After earning a Bachelor of Arts in elementary education from Westminster College, Jessica went on to earn a Master of Education in special education from Geneva College and a Master of Business Administration from Robert Morris University.

Jessica is an active member of the Optical Women's Association. She is a member of the American Marketing Association and Pittsburgh Young Professionals. She serves as Director on the Easterseals of Western and Central Pennsylvania's board.

Jessica grew up in New Wilmington, PA., and currently resides in Cranberry Township, PA., with her husband and dogs. In her free time, Jessica enjoys reading, riding her bike, playing pickleball, decorating her home and traveling.

