

## **Jennifer Day, Senior Analyst**

Jennifer joined The Innovation Group in 2013 with a Master's of Urban and Regional Planning from the University of Minnesota, and a wealth of experience in development with emphasis in the areas of economic impact assessment and community planning. This immediately positioned her to join the firm's emerging efforts in economic diversification strategies for our Native American Indian clients, beyond their gaming related needs. Since joining, she has ramped up her skill set to include feasibility analysis, financial forecasting, and highest and best use analysis on a wide variety of projects.

Jennifer has also become involved with industry affinity groups, such as Global Gaming Women, and has contributed articles to high profile industry publications including Global Gaming Business Magazine. She has also presented at the Southern Gaming Summit on topics ranging from casino amenities to the future of iGaming in the United States.

Jennifer is a native of Wisconsin, valuing her roots in the Midwest. She is a shareholder in the Green Bay Packers, and although she lives and works in New Orleans she would pick the Packers over the Saints any given Sunday. Jennifer is also an amateur philanthropist, serving as an event planner for local non-profit organizations. Rounding things off, she admits to having a thing for Rock Music Documentaries.

Please join us in congratulating Jennifer on her success at The Innovation Group!

To reach Jennifer, please email [jday@theinnovationgroup.com](mailto:jday@theinnovationgroup.com) or call 504-523-0888.