



Jessica Robinson
Director, City Solutions
Ford Smart Mobility

Jessica Robinson is Director, City Solutions at Ford Smart Mobility where she works with cities to understand local priorities and to identify new mobility solutions to meet current and future transportation needs. Jessica leads field-based efforts to establish new businesses, services, and strategic alliances within the Ford Smart Mobility portfolio to improve quality of urban life. An early leader in the mobility industry, she scaled Zipcar's innovative car sharing model as Seattle Marketing Manager, San Francisco Bay Area Locations Manager, and in new cities and airports in North America as Market Launch Manager. She was recently named 2017 Next City Vanguard, a competitive distinction for top young urban innovators working to make change in cities.

Jessica's background in innovation extends to prior work launching startup accelerator programs at Techstars with industry-leading corporate partners to further a global ecosystem focused on empowering entrepreneurs. She is an active startup mentor and micro lender who invests in women entrepreneurs and business owners in Detroit.

Jessica graduated with highest honors from the University of Massachusetts with a BA in Anthropology and brings an unexpected perspective to the challenges that fall at the intersection of cities, citizen needs, emerging business, and technology.