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Ft. Mitchell, Ky. – Northern Kentucky Tri-ED announced that Jennifer Panepinto has joined Northern Kentucky Tri-ED as Director, Business Retention & Expansion. Panepinto will oversee Tri-ED’s award-winning retention program, focused on retaining existing primary industry companies in Northern Kentucky and finding opportunities for their continued growth by connecting companies to solutions that sustain and accelerate operations.

“We are excited to welcome Jennifer to Tri-ED,” said Judge Executive Kris Knochelmann, Chair of Northern Kentucky Tri-ED. “Jennifer brings with her a wealth of knowledge and private sector experience in business development, marketing and manufacturing and will make a strong addition to the team as we continue to augment our programming to grow and assist our existing companies.”

Panepinto has over 25 years of experience in B2B and non-profit marketing. Prior to joining Tri-ED, Panepinto worked at Bonfiglioli USA as Marketing Director, was the Principal and Owner of Market Write – The THINK in the INK™, Marketing Director for Gilman Partners and the Marketing and Social Media Manager for Check Your Genes. She has also worked for Convergys Corporation (Cincinnati) and Hay Management Consultants (Philadelphia, PA).

Panepinto has served on the Board of Directors for the Cincinnati Chapter of the American Marketing Association (VP, Marketing Communications Committee) and the Advisory Committee for Check Your Genes. She also volunteers for Pink Ribbon Girls and participates in numerous other non-profit activities throughout the year.

Panepinto holds a Bachelors of Arts degree in Economics from the University of Pittsburgh with a concentration in Econometrics and minor in Statistics. She is also conversant in Italian.

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About Northern Kentucky Tri-ED

Northern Kentucky Tri-ED serves as the primary economic development entity for Boone, Campbell and Kenton counties. Since its founding in 1987, more than 670 primary industry projects have located to or expanded within Northern Kentucky, creating more than 67,000 new jobs and investing more than \$8.4 billion. Tri-ED is part of the Kentucky Innovation Network, a group of business leaders and mentors that encourages relationships, grows companies and creates jobs.