



Jessica Kuster Program Manager

As the Program Manager for Hello West Michigan, Jessica handles marketing, communications, and events for the organization. She oversees the intern program, providing them a high-level learning experience. Educate employers and prospective candidates about the region is a central part of Jessica's role.

Hello West Michigan is a talent attraction and retention organization promoting West Michigan as a great place to live and work. The organization, which helps member companies increase their rate of success in recruiting top talent, was the first organization of its kind in the country.

Prior to joining Hello West Michigan, Jessica served as Program Coordinator at Grand Rapids Opportunities for Women (GROW). She handled planning and implementation of all entrepreneurial training programs and fundraising events, along with the intern program.

Jessica earned her Bachelor of Science in International Business and minors in Spanish and Management from Cornerstone University. Originally from Chicagoland, Jessica is still discovering new things to love in West Michigan. Fall colors top the list.

