

## Jennifer McFerran Marketing Manager International Dining Concepts



Jennifer is the Marketing Manager for a group of restaurants. Initially starting with the company just under three years ago when they had California Pizza Kitchen and Beachin' Shrimp, they have rapidly grown and Jennifer has been heavily involved in the opening of Eat Street Grill and the second location of Beachin' Shrimp. She runs the marketing for all of the restaurants and last year, also partnered up with Ban Thai and Pika's Cafe. Currently they are in the midst of opening up Little Pika's in the heart of Tumon. As a small company, she is a 'one woman marketing department' and runs every element of marketing from strategy, graphic design, photography, social media outreach, PR and advertising. Jennifer feels fortunate to be in a role that allows her to work closely with passionate individuals, collaborate with inspiring members of the community, and express her creativity on a daily basis.

After graduating from George Washington High School, Jennifer completed her undergraduate degree from the College of William and Mary in Virginia, with a double major in International Relations and East Asian Studies. After teaching in Japan for two years, she went to England for her Master's Degree in Development Studies and worked in London for a year after, getting her start doing communications for non-profit human rights and international development organizations.

Jennifer grew up with parents who are both business people. Her father, Jim McFerran, is a partner and the head of Business Development at Advance Management Inc., which has grown substantially over the years and has put Guam on the map, so to speak, winning bids for maintenance contracts on the continental US. Her mom, Myle McFerran, owned a printing company on Guam for many years and even now as a 'semi-retired' woman over 70, still has several accounting and real estate side projects to keep her busy. Her brother is an engineering officer for the US Coast Guard and recently has been stationed in Juneau, Alaska. While visiting her brother over the summer, Jennifer's significant other also proposed, so her family is expanding! Her fiancé is an Explosive Ordnance Disposal technician for the Navy. Although he is not in the private sector, he does claim the unofficial title of 'food taste tester' whenever Jennifer and her team are developing menu items for work.

Outside of work, she has a strong passion for yoga and taught regularly at YogaChill Studio for the past 5 years. She enjoys sharing what she believes is the transformational power of the practice, both in a physical and mental sense. To say that Jennifer has a passion for Ashtanga yoga is an understatement; it is more of an obsession.

Having been exposed to the major professional organizations on Guam, the Women's Chamber meetings and events have struck Jennifer as distinctly different. "Even with a growing membership body, there continues to be a sense of intimacy and genuine personal connection that is very much rooted in positivity, one that supports our community of women leaders and budding entrepreneurs. I believe in this mission wholeheartedly and want to be an active force in facilitating opportunities for women and creating a sense of empowerment for the current generation and for the young girls and ladies that will follow in those footsteps."

Jennifer's ideas around the Women's Chamber are centered on sharing information and experiences in a genuine and deep way. She envisions more roundtable discussions and small group workshop to facilitate this sharing. She also has ideas on creating long form podcast to catalogue and share the different experiences and paths of our island's female leaders. She believes that this would build on the mentorship model that the Women's Chamber champions, and scales it for the benefit of the entire membership. The conversations would go in-depth and explore the nuances that lead to success, as well as the roadblocks overcome in the process.

At the same time, as an organization that focuses on women in the workforce, Jennifer would like to emphasize that the definition of success does not equate to just money or social status. Rather, that we can define success to encompass fulfillment in our lives as a whole, rooted in contentment that aligns with our individual value systems.

**Life Quote: "Don't let your inability to do everything undermine your determination to do something."**