

Jessica Lall

Jessica Lall is the President and Chief Executive Officer for Central City Association (CCA), where she represents the interests of 400 businesses, trade associations and nonprofit organizations that employ more than 350,000 people in Los Angeles County.

Prior to joining CCA, she served as Executive Director of the South Park Business Improvement District in Downtown LA. She envisioned and implemented a nationally lauded public art initiative, expanded District boundaries, launched numerous innovative pilot programs and elevated the neighborhood with a strategic branding and economic development plan.

Jessica has also served as Senior Policy Director in the Department of Economic Business Policy for LA Mayor Villaraigosa, Communications Director for the Austin Beutner for LA Mayor campaign and Chief Advancement Officer at Coro Southern California.

Jessica currently serves on the Board of Directors for Metro Charter Elementary School, Coro Southern California and LA2024. She earned a Bachelor of Arts in political science and social sciences from University of Southern California and is a graduate of the Coro Fellowship in public affairs.