



**Jessica Vila-Goulding** is the Senior Economist for Europe at Ford Motor Company. Located in Dearborn, Michigan, Jessica's primary responsibilities include automotive demand planning, macroeconomic forecasting, and strategic research for the markets in the region. Jessica also covers a broad range of special topics, including industry segmentation, demographic trends, and the regulatory and geopolitical environment. Jessica has a decade of experience in applied economics and the auto industry, having initially joined Ford in 2007 as Economic Research Analyst. Jessica also held positions in the public sector, including with the U.S. International Trade Commission, and in the auto sector with the Chrysler Group, LLC (now FCA) prior to returning to Ford as Economist in 2014.

Jessica holds a B.S. degree in Economics with an International Management concentration from Oakland University (2007) and a M.S. degree in Agricultural and Resource Economics from Michigan State University (2014). Jessica currently serves on the Oakland University's Economics Department Advisory Board and is also a mentor of Oakland University's Leadership Program. In addition, Jessica is a member of the Detroit Association for Business Economics (DABE), the National Association for Business Economics (NABE) and a former Fellow of the American Economic Association's Summer Research Program (2009). In 2015, she received Ford Motor Company's Global Diversity and Inclusion Award for leveraging a diverse workforce to capitalize on business and market opportunities.