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# Business Update

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## SENIOR MANAGEMENT PROFILE SPOTLIGHT



JENNIE CAMPOS BAUTISTA

**Name:** Jennie Campos Bautista  
**Company:** Workforce Investment Board of Tulare County  
**Title:** Executive Director  
**Years with the Company:** 12  
**Previous Positions Held:** Business Services Manager, Deputy Director of Operations  
**Educational Background:** Bachelor's degree from UC Santa Barbara  
**Professional Certifications and Affiliations:** Board Member, Self-Help Enterprises, Vice Chair, Juvenile Justice and Delinquency Prevention Commission, Chair, Tulare Business & Education Council

### Briefly describe your career journey and one achievement you're most proud of.

I'm a Tulare County native and was raised in Earlimart, so working for my community has always felt personal to me. After graduating from the University of California, Santa Barbara, I began my career with the Boys & Girls Clubs of the Sequoias, where I held management and operations roles focused on community-based services and organizational leadership. That experience helped shape my commitment to creating opportunities for individuals and families in our region.

I joined the Workforce Investment Board of Tulare County more than a decade ago, initially working to support and scale K-16 career pathways and collaborative partnerships with industry and education. I later led work on our business services team, to work closely with local businesses on recruitment assistance, incumbent worker training, and rapid response services.

Four years ago, I stepped into the role of Deputy Director of Operations. In that position I focused on strengthening internal systems, supporting staff development, overseeing workforce program operations, and helping secure and implement strategic grants. One achievement I'm particularly proud of is helping the organization strengthen its internal processes while encouraging our team to approach our work through a human-centered design lens—making sure our policies, services, and systems are built around the real needs of the people we serve.

### How does your leadership style reflect your company's values and influence your team?

My leadership style reflects our organization's values by emphasizing collaboration, accountability, and a strong focus on the people we serve. Workforce development is ultimately



about creating opportunities for individuals while supporting the growth of our local businesses and economy. I believe the best way to achieve that impact is to build strong relationships, listen to diverse perspectives, and help our team stay aligned around clear goals.

I try to create an environment where staff feel supported, trusted, and empowered to contribute their ideas and expertise. At the same time, I emphasize clarity in expectations and a shared commitment to outcomes. When teams understand how their work connects to the broader mission, they are better positioned to innovate, collaborate across programs, and deliver meaningful results for the community.

My role as a leader is to help create that alignment, remove barriers where possible, and keep our focus on the impact we want to have on Tulare County's workers, businesses, and families.

### What are your top goals or vision for your organization in the coming year?

As I begin this role, I'm focused on two core priorities that I believe will have the greatest impact on our community.

First, I want to strengthen the customer experience for job seekers. Every interaction with the workforce system should be clear, coordinated, and centered on the individual's goals. When services are aligned and easy to navigate, people are better positioned to build confidence, develop skills, and move toward sustainable employment.

Second, I want to continue strengthening skills development and pathways to good jobs. Training and education must remain closely aligned with real labor market demand and industry needs. By aligning skill development with the opportunities that exist in our region, we can support economic mobility and help local businesses find the talent they need.

### What trends or changes in your industry excite you the most right now?

One trend I'm paying close attention to is the growing importance of digital skills, including understanding how emerging technologies like artificial intelligence are being used in the workplace. These tools are becoming part of everyday work across many industries, so building digital literacy is increasingly important for workers and businesses alike.

What excites me is the opportunity to expand access to these skills in ways that benefit our whole community. Our role in workforce development is to help people build the confidence and foundational skills they need to succeed in a changing economy. That means creating training opportunities that are practical, accessible, and connected to real workforce needs. When we do that well, we help individuals stay competitive and help businesses stay innovative.

### What's your favorite thing to do or place to visit in Visalia?

My family and I love to support local restaurants like Planing Mill, Pita Kabob, and Pho Wynn. We're lucky to have so many diverse and great options locally.