# **Jennifer Kingen Kush, DES**

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# Jennifer Kingen Kush, DES, is the Executive Director, Digital Experience Institute.

# As Executive Director, Jennifer leads the strategy, vision, purpose of the PCMA’s Digital Experience Institute. A passionate digital events and experience marketing professional Jennifer has 18+ years of experience in the meetings and events industry. Her team produces all of the digital events for the PCMA and DEI, consults on digital event strategy for organizations, and develops the DEI’s education including the Digital Event Strategists Certification the industry’s only certification.