

BIOGRAPHY



**Jessica
Rye**

Senior Director,
Strategic
Communications

Jessica Rye is the senior director of Strategic Communications at United Launch Alliance (ULA). She leads the strategic development and execution of communications for the enterprise and its business to provide launch services to its national security, civil and commercial customers.

In her current role, Rye brings her nearly 30 years of experience as a public relations professional and leads a staff responsible for executive communications, issues management, media relations, social media, employee engagement, event management, branding, creative services and advertising. She provides senior level communications counsel to the CEO and executive team and serves as the company spokesperson.

Prior to joining ULA, Rye served as a Public Affairs Officer for NASA, disseminating information to worldwide media organizations about NASA's multifaceted programs and the Kennedy Space Center-focused Space Shuttle Program. In addition, she produced print and video news releases and developed media plans to increase public awareness of NASA's achievements. In support of NASA TV, she moderated news conferences and provided live commentary for televised launch and ground control activities.

Rye began her aerospace career as a strategic media relations specialist for United Space Alliance where she was responsible for media relations, leveraging her extensive experience with national and international media outlets to ensure positive placements and positioning of company messages. She was also responsible for crisis communications, developing a company-wide plan and working with senior management on its activation.

Rye holds a Bachelor of Science degree in public relations from Florida State University. She obtained her national Accreditation in Public Relations in 2001, and her Certified Public Relations Counselor credential in 2008.



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