



As Vice President Business Affairs, **Ashlee Huffman** is responsible for evaluating, structuring, and negotiating new pieces of business for both current and prospective clients. Ashlee works closely with the legal, finance and marketing departments at JMI to identify and coordinate the business elements necessary for JMI to ensure its clients' programs are primed for success.

Ashlee is a 10 year veteran of JMI, joining in 2004 to manage the Crown Royal NASCAR sponsorship, which brought the spirits industry in to NASCAR. Her work with markets across the US helped JMI set best practices in how national programs can be customized and shaped to succeed on a local level.

Ashlee's specialty is to bring simplicity to the complex deal making process so that JMI's clients are seamlessly transitioned into their marketing programs.