

# Jen Hayes Lee

## Biography

Jen Hayes Lee is a passionate content champion and Marketing executive, dedicated to the creation of culturally relevant, inclusive storytelling, developed to inspire and empower families of color. As the Head of Marketing at [The Bump](#), Jen stewards Editorial and Marketing initiatives to support parents and parents-to-be as they navigate life with a baby. Prior to joining *The Bump*, Jen worked across the Media and Technology space, leading brand strategy and audience engagement efforts at Hearst, Complex Media Networks, and Saks Fifth Avenue, launching multi-platform campaigns for Coca-Cola, Macy's, McDonald's, EA Sports and more. Jen studied Marketing & Communications at the Goizueta Business School at Emory University and was later selected as a recipient of the Consortium Academic Fellowship, where she earned an MBA at NYU Stern School of Business. Jen currently serves on the Board of Directors of [Son of a Saint](#), an organization committed to transforming the lives of fatherless boys through mentorship and the development of life skills. At home, she is the self-proclaimed #BlackBoyJoy Curator as a mom of three sons, and resides in South Orange, NJ with her husband, Clyde. Jen was recently featured in [Essence Magazine](#), [The Bump](#), the [Mom 2.0 Summit](#) and [Brand Innovators 40 under 40](#).

