



Joe Jacobsen is Vice President of Marketing for UPS' West Region. He leads the enterprise marketing strategy of UPS across a wide discipline of global services and products available to the consumer. During Joe's 30 year career at UPS, he has held a variety of strategic positions in differing areas such as operations and business development. He also has extensive knowledge in marketing, working in senior level capacities in pricing, new product development, systems development, forecasting, and revenue management. Joe has spent a number of years working in the freight forwarding area of UPS and gained experience in Ocean Freight, Air Freight, and Brokerage.

Additionally, Joe created a new division for UPS focused on supporting early stage entrepreneurs and founders. His startup engagement team is dedicated to partnering with early stage companies and looks to provide scale based support, mentorship, and provide unique value offerings for the entire ecosystem. This endeavor has led to major advancements across the UPS portfolio, and has positioned the company to do more now for startups than ever before.

Joe currently lives in Southern California, and has been married to his wife Jill for 22 years. Together they have 3 daughters. He is a graduate of St. John's University in New York.