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Kelley holds over 10 years of experience in the marketing field with specialties in online and digital marketing. She holds a B.S. in Business Administration and is completing an M.S. in Integrated Design, Business, and Technology from the University of Southern California in May 2020. Previously working in the travel industry as a marketing professional, Kelley now supports Esri's National Government Industry Solutions Team for National Mapping and Statistics by providing key marketing strategies and content-based solutions. Her educational work in cross-disciplinary areas includes; conceiving and developing solutions to complex design, business and technological challenges, using data and research to create a portfolio of problem-solving approaches and how people and businesses manage and adapt to uncertainty. Combined with her professional background, Kelley is using her experience to help drive users to better understand how Esri's Industry Solutions can support National Governments and organizations through GIS location technology and solve real-world problems.