

Southwest Michigan Regional Chamber
Serving Berrien, Cass, Van Buren & Beyond.
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Year Founded: 1954

Jasmine Hansen (2022)

Membership Engagement Manager
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Background: Member Engagement Manager, Southwest Michigan Regional Chamber (2022-present); Event Manager, Journeyman Distillery (2021-2022); Event Manager, Silver Beach Center at the Shadowland Ballroom (2018-2021); Administrative Assistant; Edgewater Automation (2016-2018).

Education: B.S.B.A., University of Arkansas (2014)

Biography: Jasmine Hansen is the Membership Engagement Manager for the Southwest Michigan Regional Chamber of Commerce, a 501(c)6 member-based business advocacy organization serving Berrien, Cass, and Van Buren Counties.

Born in California, Jasmine grew up in Fayetteville, Arkansas and is a 2014 graduate of the University of Arkansas earning a Bachelor of Science in Business Administration with a Minor in Marketing. Jasmine quickly found her professional niche working in the local hospitality industry beginning in 2015, and most recently as an Event Manager coordinating weddings and other large-scale events in the Southwest Michigan area. Jasmine has been in her current role since 2022. She has been instrumental in establishing the Chamber's *NextGen* Young Professionals Program and is a passionate advocate for the Southwest Michigan region and all that it has to offer for businesses, families, and visitors alike.

Jasmine resides in Saint Joseph with her husband Corey and their three-year-old Bernadoodle, Kona. She enjoys reading, going to the local beaches, and spending time with friends and family. She and Corey like to explore local restaurants, travel, and attend sporting events at Notre Dame.