



Jennifer Sanders, Executive Director, Dallas Innovation Alliance

Jennifer Sanders is In 2015, she cofounded and is Executive Director of the [Dallas Innovation Alliance](#) (DIA) a 501c3 public-private partnership dedicated to supporting Dallas' smart cities strategy and currently serves as its Executive Director. While at the DIA, she has collated a network of three dozen member organizations, and works with over 20 departments within the City of Dallas. It's Phase I Smart

Cities Living Lab is the fastest-to-market smart cities initiative in the country. The DIA is currently working on projects related to mobility, digital inclusion and public safety in underserved areas across the Dallas area. Since 2020, she and DIA have been thought leaders in broadband access, digital navigation and workforce skills development, including cofounding the Internet 4 North Texas initiative, and through the DIA's Connected Dallas Digital Ambassador program, which since 2023 has impacted more than 55,000 residents through internet and device access, 1:1 online navigation support, and digital skills training.

In 2020, she cofounded and also serves as the Executive Director of the [North Texas Innovation Alliance](#), a 501c3 consortium with more than 50 members dedicated to the mission of creating the most connected, smart and resilient region in the country. It is the largest such initiative in the U.S. NTXIA serves as a regional innovation partnership platform, aligning cities, industry, academia and community partners to move shared challenges into real-world implementation across infrastructure, workforce, economic development, artificial intelligence and mobility. NTXIA extends regional innovation capacity through convening, connecting, accelerating, and executing programs that provide a regional blueprint that benefit all residents.

Prior to these roles, she spent more than a decade in public affairs and change management consulting for clients in finance, energy, technology and economic development, among others.

She is actively involved with numerous civic organizations including serving as Vice Chairman of Better Block, Cofounder of the Internet for North Texas (I4NTX) Coalition, Past President of Mayor's Star Council (now Engage Dallas), and National Smart Coalitions Partnership, among others. She serves on Advisory Boards including the City Business Climate Alliance, Digital Texas, Board of the Suicide & Crisis Center of North Texas, and the Southwestern Medical District Master Plan.

She has been recognized as the Innovation Advocate of the Year by D CEO; received the Texas Impact Enterprise Award; UN Day Global Leadership Award; Tech Titans Technology Advocate of the Year; Alliance of Technology and Women Spark Award for Economic Empowerment; and has been named to Dallas Business Journal's 40 Under 40 and Top Women in Technology, State Scoop's Top Women in Technology, and Tech Week 100. She graduated from the University of Virginia.