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Jason El Koubi

President & CEO of One Acadiana

Jason El Koubi serves as President and CEO of One Acadiana, formerly the Greater Lafayette Chamber of Commerce. El Koubi joined the organization in September 2013 and leads the largest business association in the Acadiana region of Louisiana, with more than 1,000 member companies representing a large portion of the area's total employment, focused on improving the regional business environment and cultivating diversified economic development.

Under El Koubi's leadership, the organization developed and successfully launched "The Campaign for One Acadiana," a five-year, \$15 million initiative to deliver a new, highly professional, nationally competitive economic development program for the nine-parish region, including substantial new activities in public policy and advocacy; business location, retention, and expansion; and urban revitalization. As a result of this effort, he was recognized in *The Independent's* inaugural class of Influencers of the Year in 2015.

EXPERIENCE

Prior to joining One Acadiana, El Koubi served as assistant secretary of Louisiana Economic Development (LED). El Koubi led the development and execution of LED's industry cultivation strategies and other high-profile projects that helped secure projects that are creating more than 63,000 new direct and indirect jobs along with more than \$28 billion in new capital investment, while dramatically improving Louisiana's position in virtually every state business climate ranking.

Additionally, El Koubi managed LED's initiatives and programs related to state economic competitiveness, business intelligence, community development, small business development, emergency response and recovery, and entertainment industry development. Prior to his appointment as assistant secretary, El Koubi served as LED's director of state economic competitiveness, where he pursued opportunities to enhance Louisiana's business climate and led development of the state's long-term economic growth strategy.

El Koubi previously served as policy director of the Baton Rouge Area Chamber (BRAC), where he directed policy and research operations and played an integral role in transforming BRAC into one of the leading regional economic development organizations in the nation. Under his leadership, BRAC's policy research team won the top economic development research award in the nation for two consecutive years.

Prior to graduate school, El Koubi practiced environmental engineering for two years with Trinity Consultants. He was selected for Leadership Louisiana (Class of 2006), one of “40 Under 40” by the *Baton Rouge Business Report* (2006), and one of "20 Under 40" by *The Daily Advertiser* (2014). He has lived, worked, or traveled in more than 30 countries and is a term member of the Council on Foreign Relations.

EDUCATION

El Koubi earned a B.S. in Biological Engineering from LSU (2000), where he was elected speaker of student senate, awarded the Chancellor’s Medal for exemplary student leadership, and recognized as the outstanding senior in the College of Engineering. As a Rotary Foundation Ambassadorial Scholar, El Koubi earned an M.S. in Public Policy from the London School of Economics (2003), where he received the highest LSE Graduate Merit Award and completed a master’s thesis with honors.

