

Jacquelyn Ophelia James

Growth-Focused Business Leader



MEET JACQUELYN JAMES: A DYNAMIC AND DIVERSE BUSINESS LEADER.

At the forefront of both the Hospitality and Financial Management Industries, and carving a path towards a business partner, you will find Jacquelyn James: A friendly, high-performing, and deeply analytical leader whose passion for driving business growth and success through financial discipline, creativity, and team effort is palpable from the moment you meet her.

Jacquelyn has successfully steered her career track leading her to many roles in Senior Management. Ms James has earned many promotions within her career in the hospitality industry. After many successful roles with The Westin Resorts & Hotels, Walt Disney World Co. and eventually her own start-up restaurant company along with six other start-ups throughout her career. Jacquelyn went further in owning a well known historical landmark The Sloughhouse Inn, which became known as one of the top quality steak and chop houses in Northern California. Jacquelyn enhanced her career in Financial Management for assisting small to medium size businesses up to \$500 million in annual sales volume. Here she helped many companies identify opportunities for profit turn around and efficiency concerns. Prior to any of her roles in these industries, she was a United States Marine and awarded a Good Conduct Medal along with many letters of accommodation. She was discharged Honorably as a Non-Commissioned Officer. Jacquelyn spent time as a Firefighter in Va., but her heart and discipline led her to where she has arrived today.

As a team leader, Jacquelyn is an influential communicator, speaking the language of both the best analytic minds and the most creative strategist. She has shaped a credible executive presence and is credited with playing instrumental roles in the Hospitality and Financial Management evolution. She is admired by her work ethics and sound morals and respected by her subordinates, colleagues, superiors and within the LGBTQ community. She enjoys an equally important role as a mother of eight children, four grandchildren. She has resided here in Palm Springs since June 2020. As a transgender woman Jacquelyn has had to overcome many obstacles to achieve her goals not only in her personal life, but in business as well. The energy powering her personal life is equally evident in her aspirations toward her professional future as a “different kind of business leader”.

Jacquelyn James was recently employed as the Vice President of Business Development & Brand Awareness for AsiaSF. She was originally hired as the Vice President of Operations with the company. Following her diligence in the re-opening of both AsiaSf locations in San Francisco California and Palm Springs California within six months of one another. She was responsible for overseeing the preparation of opening, hiring, training core staff in the management team and set-up the infrastructure for AsiaSF continued growth in future cities.

Upon arriving in Palm Springs in June of 2020 from Northern California, she immediately began to network within the Coachella Valley to bring awareness to the AsiaSF brand. As of May 2022 she has become a member of the Board of Directors for the Palm Springs City Chamber of Commerce, as well has been seated on several committees for fundraising events and significant events such as Transgender Day of Remembrance. Jacquelyn has worked with The Dinah, Splash House, Desertopia, Equality of California to name a few organizations and events.

Jacquelyn now owns The Palm Springs International Transgender Film Festival that will soon be coming to the city of Palm Springs and surrounding cities within the Coachella Valley. She has previously stated that she has interest in city politics and has her eyes set on eventually running for City Counsel.

Jacquelyn James has quickly become a well-known member of the community and supports fully not only Transgender Rights, but the LGBTQ community as a whole.