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SWORWIB Names New Executive Director

The Board of Directors of Southwest Ohio Region Workforce Investment Board (SWORWIB) has named **Jason Ashbrook** as SWORWIB Executive Director, effective February 8, 2021.

Ashbrook will fill the leadership role of SWORWIB President & CEO Sherry Kelley Marshall, who announced her retirement December 31, 2020. Marshall, who served in this role for two decades, will continue to serve in a training and consultative capacity through June 2021.

“Upon Sherry Kelley Marshall’s decision to retire, we knew we had some tall shoes to fill,” offers SWORWIB Chair Laurence Jones, President & CEO of RiskVersity. “We conducted a nationwide search and are pleased that Ashbrook brings workforce management experience to help build on the strong foundation Marshall put in place to serve the residents and businesses of this region.”

Jason Ashbrook has nearly 20 years’ experience in workforce development, grant management, and brokering successful public-private partnerships. Prior to this role, Ashbrook served as the Deputy Director of the Workforce Board of Butler, Clermont and Warren counties (WIBBCW) where he helped oversee strategy and operations for the One-Stop Center and Career Services Provider for the 820,000-resident region. Ashbrook also helps manage the Memorandum of Understanding/Infrastructure Funding Agreements for three local OhioMeansJobs (OMJ) Centers and works with WIBBCW Board and committees members to train for and meet current workforce demands.

Ashbrook previously served as Director for the Kentucky Career Center (American Job Center), the second largest and most comprehensive career center in Kentucky. He oversaw the operations of the workforce system’s five career centers, 80 staff, and 13 partner organizations that served 65,000 job seekers and 1,300 employers annually. Prior to this, Ashbrook was employed at the Brighton Center and served in a variety of roles with increasing responsibility, including managing the agency’s workforce programs.

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His professional affiliations include the National Association of Workforce Development Professionals (NAWDP) and the Society for Human Resource Management (SHRM-NKY Chapter). Ashbrook has served as SHRM President, Vice President and Workforce Readiness Chair. These roles involved leading, planning, coordinating, and facilitating programs and initiatives to promote optimal practices in Workforce Development and Human Resources.

A native Cincinnati, Ashbrook lived with his maternal grandparents in Florida during his adolescence. After high school graduation, he returned to the region and began working full time at an ARC-affiliated chapter for Northern Kentucky that helps disabled residents find jobs. Ashbrook attended evening classes at Thomas More University and earned a bachelor's degree in Business Administration with a minor in Management.

Ashbrook offers, "Having a skilled, quality workforce is the #1 issue for employers. And when we partner with the private sector, the collective impact brings solutions. That's exactly what Sherry Kelley Marshall has done with the SWORWIB, and I'm excited to continue to build upon the solid foundation she's established."

He continues, "We are living through a health and economic crisis, and it's our job to make sure that the services and resources we're entrusted with are delivered to jobseekers and employers seamlessly. Workforce development is in my DNA. I am committed to leading SWORWIB in its mission to create successful outcomes and a stronger region by minimizing red tape and optimizing resources for our team, jobseekers and businesses."

About SWORWIB

The SWORWIB is Ohio's third largest metro city workforce board and is responsible for the implementation of the Workforce Innovation and Opportunity Act (WIOA) law. WIOA serves to ensure equal opportunities for individuals, particularly those with barriers to employment; support alignment of workforce investment, education, and economic development systems; provide workers with the skills and credentials to secure and advance employment; promote improvement in the structure and delivery of services; increase the prosperity of workers and employers; increase employment retention and earnings; and the attainment of in-demand occupational credentials. SWORWIB also oversees the physical facility of the 45,000 square-foot OhioMeansJobs Center on Central Parkway and coordinates procured services for the OMJ Center, youth providers and others.

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Southwest Ohio Region Workforce Investment Board (SWORWIB) is a 501c3, Ohio-chartered nonprofit organization serving Cincinnati and Hamilton County. SWORWIB implements the Workforce Innovation and Opportunity Act (WIOA), legislation designed to strengthen and improve our nation's public workforce system and help connect all Americans, including youth and those with significant barriers to employment, to high-quality jobs and careers and help employers hire and retain the skilled workers they need.

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