

Jodi Rudick is known as the “little redhead with the big ideas” and is the Executive Director of the La Jolla Village Merchants Association

In this role since 2018, Jodi has transformed the image of the association into a vibrant, bright organization with new branding, energy and board of directors that is young and passionate about future success.

In these especially difficult times Jodi has been busy working on policy with state and city leaders to insure that La Jolla’s small business owners have access to available grants, funds, resources and information. She also serves as Executive Director of La Jolla Coastal Access and Parking Board where she is currently working to bring Smart Parking Signage and a village-wide wayfinding program to La Jolla Village. She is a proud member of La Jolla Kiwanis. Jodi regularly attends and is familiar with La Jolla's community groups including La Jolla Parks and Beaches, Enhance La Jolla, La Jolla Town Council, La Jolla PDO and La Jolla Traffic and Transportation Board.

Even as a teenager Jodi was involved in community-service which led her to a career specializing in marketing for public sector organizations. For more than 35 years Jodi had her own business as a marketing consultant, professional speaker and trainer She has spoken in all 50 states and is grateful to have worked to develop national branding campaigns for several organizations. Jodi has logged over 3 million airline miles on American Airlines and is thrilled to have her feet firmly planted on the ground as she focuses on her new position in La Jolla. She has worked at both the Lawrence Family JCC, Jewish Family Service and has taught Sunday School for more than 15 years at Temple Solel in Encinitas.

Born and raised in Minneapolis, Jodi is a proud Minnesota girl with a strong Midwestern work-ethic. She went to school at the University of Arizona and graduated with a Journalism Degree from the University of Minnesota. She is honored to be a single mom who has raised an incredible young man. Spencer is a senior at Cal State San Marcos majoring in psychology. She and Spencer live in Carlsbad with their white, fuzzy rescue dogs – Auggie and Ceasar.