

**Louisa L. Jaffe**  
***President/CEO***

Louisa Long Jaffe (formerly LTC Louisa Long Cullem) served in the US Army Reserves for 28 years. She retired in 2002, after having been recalled to active duty in response to the events of September 11, 2001. During her military career, she served in the Pentagon as a Media Relations and Public Affairs Officer for the Secretary of the Army Public Affairs for more than twelve years, including service during the first Gulf War. Ms. Jaffe also provided public affairs support for the Army Materiel Command, the US Readiness Command, TRADOC, the Army CIO, and the Deputy Chief of Staff for Intelligence. Throughout her military career in public affairs, she supported Army Senior Leadership as a spokesperson responding to the Press and on a variety of sensitive issues.

During the twenty years of her military career, Ms. Jaffe worked simultaneously as a reservist and within private industry, where she has over 30 years of experience in business ownership and management, public relations, marketing and information technology. Her private sector roles included Marketing Manager for a major media/cable provider, Commercial Real Estate Appraiser and Facilities Manager for Xerox Business Services. For many years prior to starting TAPE, Ms. Jaffe also participated in the ownership and executive management of a citrus grove retail, shipping and wholesale business in Florida.

Shortly following her retirement as a Lieutenant Colonel from the US Army, she met William Jaffe. In 2003, they combined their personal and professional lives by marrying and incorporating TAPE. As President and CEO of TAPE, Ms. Jaffe manages TAPE's business affairs, client, corporate, and employee relations, and marketing outreach. She is a member of Women in Defense, Women in Technology, Retired Military Officers Association, National Defense Industrial Association, Army Women's Foundation, Renaissance Executive Forum, and several women's and executive groups.

Ms. Jaffe holds a BA in English from the University of Florida (Gainesville) and a BS in Citrus Management from Florida Southern College (Lakeland). As part of her post graduate studies in business management, Ms. Jaffe completed certification training as an ORACLE Database Administrator as well as course work towards a Masters of Arts in Business at Central Michigan University. She is also a graduate of the Women's Army Corps Officer Basic Course, Army Adjutant General Basic and Advanced Courses, and the Army Command and General Staff College.