

SAN DIEGO BUSINESS JOURNAL

THE 2026 INDISPENSABLE WINNERS



LIZA HEREDIA
MANAGER, VOLUNTEER SERVICES
FATHER JOE'S VILLAGES

As Manager of Volunteer Services at Father Joe's Villages (FJV), Liza Heredia provides strategic and operational leadership for one of the organization's most critical functions: volunteer engagement. She oversees a program that mobilizes more than 6,300 volunteers annually, directing recruitment, onboarding, placement, engagement, retention, and recognition while supervising a staff team and managing the systems that support thousands of volunteer interactions each year. What makes Liza truly indispensable is that FJV could not operate at its current scale without volunteers, and volunteers would not be engaged, equipped, and connected to the mission without her leadership. Every day, volunteers expand the organization's capacity to provide meals, housing, healthcare, childcare, education, and supportive services to thousands of individuals and families experiencing homelessness. Liza ensures those volunteers are effectively recruited, trained, coordinated, and supported, transforming community goodwill into direct service and measurable impact.



KELSEY KIRMA
SENIOR LOAN COORDINATOR
ENTERPRISE BANK & TRUST

With nearly two decades of banking industry experience, the past 13 years of which have been in commercial lending specifically, Kelsey Kirma brings a wealth of knowledge to her role as Senior Loan Coordinator at Enterprise Bank & Trust in San Diego. She provides high-level commercial lending support to a wide variety of clients, establishing a proven track record of success across a diverse range of sectors, including non-profits, small businesses and commercial and industrial clients. Kelsey serves as a central point of contact across all stages of the lending process, coordinating with partners, legal counsel, borrowers and third-party vendors to drive seamless closings on high-profile and impactful commercial real estate projects. Her support makes a meaningful difference and has enabled partners to close significant lending for San Diego businesses. She goes above and beyond to streamline loan processes for clients through efficient project management, strategic relationship building and proactive thinking.



JANE KRONENBERG
ASSISTANT DIRECTOR
UNIVERSITY OF SAN DIEGO,
KNAUSS SCHOOL OF BUSINESS

Jane Kronenberg consistently performs at an exceptional level and has become a critical contributor to the growth, visibility, and success of Industry & Employer Relations at the Knauss School of Business. Through her relationship-building skills and commitment to student success, Jane expanded employer and alumni engagement initiatives including Alumni/Employer in Residence, Talent on Tap, Industry Panels, Hire San Diego, virtual information sessions, and recruitment programming. Through her outreach efforts, she successfully engaged leading organizations including Morgan Stanley, Deloitte, McKinsey, Google, Meta, and the Padres, significantly increasing student access to recruiters, internships, experiential learning opportunities, alumni, and employment pathways. Jane played a key role in delivering 46 events that engaged 754 unique students representing approximately 1,200 student attendances, along with 370 employers and 138 alumni participants. One of her most significant accomplishments was rebuilding and relaunching the Alumni/Employer in Residence program, resulting in 23 participating alumni/employers and 170 student appointments.



ALANNA MARKEY
SVP & GENERAL MANAGER
INNOVISION MARKETING GROUP

Alanna Markey is one of the most strategic thinkers I have ever worked with," says InnoVision founder and CEO Ric Militi. Alanna has an extraordinary ability to lead with clarity, calmness, professionalism, and trust. People naturally gravitate toward her leadership because they know she cares deeply and consistently delivers. Her creative instincts and strategic thinking have helped define the soul of the InnoVision brand. Alanna joined InnoVision Marketing Group when the company was still in its earliest stages. She bought into the vision, did the work, weathered adversity, and over the last 13 years became one of the foundational pillars of the organization. Her loyalty, leadership, resilience, focus, and commitment have helped shape InnoVision's culture, strengthen its client relationships, mentor its team, and build the foundation of what the company is today. Quite simply, InnoVision would not be what it is without her.



KRISTIN MARTINEZ
VICE PRESIDENT, EVENTS
FAST FORWARD EVENTS

As Vice President of Events at Fast Forward Event Productions, Kristin Martinez leads the strategy, operations, and execution of nationally recognized consumer and trade events, including the San Diego Food + Wine Festival and SommCon Conference & Beverage Expo. With more than 17 years of experience in event production and operations, she oversees the systems, logistics, budgets, partnerships, staffing, and cross-functional coordination required to deliver large-scale live experiences. Kristin serves as the operational backbone of the organization, connecting leadership, marketing, sales, sponsors, vendors, venues, and production teams to ensure every detail aligns and every event delivers on its promise. Her role spans operational planning, sponsor fulfillment, technology implementation, attendee experience, and on-site execution. Known for her calm leadership, strategic thinking, and detail, Kristin consistently solves complex operational challenges before they impact the attendee or partner experience and plays a critical role in the company's continued growth and success.

CONGRATULATIONS JEN ANDERSON!

You are "Indispensable" to Hahn Loeser



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CONGRATULATIONS!

THE 2026 INDISPENSABLES FINALIST

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San Diego Business Journal

We're Enrolling Now

LONA SEITZ
CHIEF OPERATING OFFICER

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