

**Helena Fruscio**

Helena Fruscio is the Creative Economy Industry Director for the Commonwealth of Massachusetts. She helps advance the state's \$1 billion creative economy industry, which currently employs over 100,000 Massachusetts workers. Helena was widely praised for her leadership as Director of the Berkshire Creative Economy Council in western Massachusetts which led to her present appointment. She led the statewide Creative Economy Council and was a gubernatorial appointee to the Economic Development Planning Council.