Bret Jackson is the President and CEO of the non-profit Economic Alliance for Michigan (EAM), an organization comprised of businesses and unions working together with one clear objective, the continued growth of Michigan's economy by creating an atmosphere that inspires job growth and maintains Michigan's competitiveness for attracting new companies and talent. Bret began working at the EAM in 2007 as legislative director. In 2010, he was elected vice president and became the organization's third president in January 2011.

A policy expert, Bret has led efforts to enact federal and state level legislation that contributes to the lowering of costs of health care and health benefits, such as surprise medical billing, healthcare price transparency, hospital patient safety, and fair healthcare prices.

A Spartan for life, Bret is a proud graduate of Michigan State University. He has served on the National Quality Forum Patient Safety Standing Committee. Currently, he is the Chair for the Board of Governors of the National Alliance of Healthcare Purchaser Coalitions and President of the Board of Directors for the United States Curling Association.