

**JENNIFER L. BALONEK**

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Jennifer L. Balonek is a Consulting Associate with The Hartman Group, Inc., a results-oriented consulting firm specializing in business assessment, strategic and operational planning, and business process optimization.

Jennifer performs various client-specific functions on an as-needed basis and has been involved in a wide range of projects across many different industries. She applies proven methodologies and assessment tools to quantify data, highlight relevant information, identify key trends, and derive proposed recommendations.

Jennifer joined THG after a 14-year career working with more than one thousand local governments across the US and Canada at General Code, a Rochester-based codification and document management firm. From her beginning as an editor and analyzer of laws and ordinances, she also held positions in business development, contract management, sales engineering, project management, operations management and product development and planning. As a member of the Business Development Team, Jennifer benchmarked the major competitor's products, client base, and key business development initiatives to facilitate the strategic planning. She co-developed an extremely successful 2007 marketing initiative for the product lines. She was very successful in seeking and winning new and incremental business in a highly competitive market, expanding market share through customer service and territory expansion.

Operationally, Jennifer was instrumental in leading the development and implementation of a new technology-based production system. After implementation of the system, she focused her efforts on process optimization and new product development, resulting in the release of a new web-based product and additional services.

Jennifer began her career in a market research position at Harris Interactive. She also held sales positions at Thompson-Reuters and Limehouse Software.

Jennifer received her Master in Public Administration and BS in Criminal Justice from SUNY Brockport. She has been a member of a number of professional organizations, including the International Institute of Business Analysts (current), International Municipal Lawyers Association (past), and American Society of Public Administrators (past). Jennifer's civic participation involves an appointed position as Chairperson for the Town of Riga Conservation Board. She also is a member of the Black Creek Watershed Coalition and Monroe County Stormwater Coalition.