



## JENNIFER BIALY

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Bringing 25 years of financial, compliance, and operational experience to her position as co-founding member at Roback & Bialy CPAs, Jennifer Bialy has successfully led small and mid-size businesses as well as Fortune 500 companies. With a focus on removing barriers with data, her transparent communication and integrity are the driving forces behind her clients' success.

Bialy started her accounting career in financial and tax advisory services at Yeo & Yeo CPA's & Business Consultants and later evolved as a senior auditor at Ernst & Young.

Jen's impressive run at workforce management solutions company, Kelly Services, Inc., gave her valuable experience with internal controls, accounting, and operations. Holding the position of Global Director of Internal Audit in 1998, Jen ensured local compliance and consistency by traveling across more than 10 international countries.

In 2001, Bialy was asked to create the company's first Global Financial Systems and Controls Department. With great honor she led the Sarbanes Oxley Section 404 Compliance Act by analyzing processes, managing remediations globally and reporting quarterly to the Audit Committee of the Board of Directors. She also partnered with the technology department during the implementation of key financial systems, including Oracle, PeopleSoft and Axapta. Bialy was later promoted to Kelly's Vice President of Global Internal Audit in 2006 where she was responsible for reporting global controls and fraud to executive stakeholders.

After several years on the financial side of the business, Kelly Services, Inc. requested Jen's talents on their operations team to analyze results for a new business segment. As the Vice President of Operational Compliance and Performance, Jen customized forecasting models for multiple business units within the new high growth segment.

Bialy's position evolved to Vice President of Operations for the Outsourcing and Consulting segment, where she managed on-site and remote consulting teams for a global portfolio of clients across multiple industries supported by hundreds of staff. She created customized client goals around talent attraction, cost savings, talent supply chain management, and speed to hire.

In 2017, Jen acquired a small health and wellness business. In just 3 years, she not only restructured its operations, but she also grew the team from 10 to 20 employees with over 600 clients and doubled her small business revenue.

In 2019, Jen was recruited as the CFO of a specialized litigation law firm, where she provided financial strategic input to equity members surrounding profit and loss results, budget targets, and cash flow. While managing the accounting and billing team she worked to transform the department by hiring new talent, and implementing internal control improvements to improve cash flow, reduce day sales outstanding and provide financial visibility to the founding members.

Bialy obtained her Bachelor of Science in Business Administration from Central Michigan University, with Cum Laude Honors, and is a Certified Public Accountant in the state of Michigan.

Jen is happy living out her childhood dream of becoming a successful business woman, but finds great joy in spending time with her husband and three kids. She appreciates warm sunny days, cherished moments with close friends, and traveling to tropical islands. Jen likes to keep life interesting and lives by her favorite quote of "You Only Live Once".