

# Jennifer Duff

Chief Financial Officer | Business Strategist | Knowledge Enthusiast

[jduff@managementstack.com](mailto:jduff@managementstack.com)

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## Summary

I am passionate about helping companies achieve extraordinary results. As an Advisory Partner at Management Stack, LLC, I help companies realize success by teaching them to align what people are doing everyday with the critical things needed to drive success. Better alignment leads to improved profits, more customer loyalty, and better business processes. There is no question that people thrive when they see value in what they do. Happier employees are more loyal, engaged, and productive which leads to even better business results. The cycle is never ending. Everybody wins. I am a knowledge enthusiast. I am passionate not only about acquiring knowledge, but taking that knowledge, applying perspective and innovation, and then sharing it for the benefit of those around me as well as myself. Knowledge inspires ideas. Ideas inspire innovation. Innovation inspires achievement. Achievement inspires happiness. Let's connect. Contact me at [jduff@managementstack.com](mailto:jduff@managementstack.com)

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## Experience

### **Co-Founder, Partner at Management Stack, LLC**

February 2015 - Present (7 months)

I combine strategic and tactical financial expertise with strong qualifications in business development, operations, and P&L management to help companies create framework solutions to business challenges. My process includes uncovering what success means from different viewpoints and using that information to provide solutions that have sustainable value for everyone touched by the challenge. My practice areas include: Business Strategy, Balanced Scorecard, SOC 1 Readiness Assessment, Financial Reporting and Forecasting, Process Improvement, and Internal Control Environments.

### **CFO at MPAY Inc.**

January 2007 - February 2015 (8 years 2 months)

Key member of executive management team for Human Capital Management service provider. Responsible for leading Finance and Human Resources. Led the continuous evaluation and improvement of short and long-term financial objectives across departments. Identified and mitigated business and operational risk.

### **Director of Financial Solutions at MPAY Inc.**

October 2004 - January 2007 (2 years 4 months)

Responsible for development of Payroll Service Bureau customers by assisting them in establishing appropriate controls in their organization, focusing on accounting functions including close procedures, reconciliation, and internal audit. Played integral role in the development of internal payroll service bureau established to complement software development function of the organization.

## **Business Unit Controller / CFO at CBIZ**

February 1997 - March 2003 (6 years 2 months)

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## Certifications

### **Certified Public Accountant**

VBOA - Virginia Board of Accountancy License 25495 April 2001

### **Certified Payroll Professional**

American Payroll Association 1997

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## Publications

### **SSAE 16 SOC 1 Guide for Service Organizations**

Proformative Academy August 2014

Authors: Jennifer Duff

The Statement on Standards for Attestation Engagements (SSAE) No. 16, effectively replaced the former standard SAS 70 in 2010 as the authoritative guidance for reporting on controls at service organizations. Today, many service organizations have converted to the new standard and now have a SSAE 16 report, also referred to as a Service Organization Controls (SOC) 1 report. This course will provide an overview of SSAE 16 standards and the approach to compliance reporting on controls at service organizations as well as the responsibilities of those organizations being audited. We will also discuss: Outsourcing and risk Terms and definitions Why SAS 70 was replaced with SSAE 16, and the key differences between the two You will also learn about the three SOC reporting options and two types of reports, with emphasis on the SOC 1 report. Also covered: Various sections of SOC 1 How to write a description of a service organizations control environment, as well as managements written assertion How to derive value from the reports to evaluate service organizations services

### **Knowledge Stack**

Management Stack February 2015

Authors: Jennifer Duff, Craig Eversole

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## Volunteer Experience

### **At-large Director at Virginia Society of CPAs**

May 2015 - Present (4 months)

### **Roanoke Chapter Officer at Virginia Society of CPAs**

May 2010 - May 2014 (4 years 1 month)

President: 2013-2014 Vice President: 2012-2013 Secretary: 2011-2012 Treasurer: 2010-2011

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## Projects

### **MPAY Balanced Scorecard**

September 2013 to Present

Members: Jennifer Duff, Patrick Carroll, Daniel Summerville, Stephanie Allen, Jennifer Stapleton, Donny Sivertson

The purpose of this project is to raise awareness of MPAY's Balanced Scorecard and continuously communicate results to every employee. Our main goals are to increase employee awareness of MPAY's strategy and vision, as well as relate how our employee's every day actions contribute to the success of MPAY.

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## Skills & Expertise

**Payroll**

**Financial Analysis**

**QuickBooks**

**Accounting**

**Payroll Taxes**

**Employee Benefits**

**Leadership**

**Account Management**

**Small Business**

**General Ledger**

**Accounts Payable**

**Accounts Receivable**

**Benefits Administration**

**Tax**

**CPA**

**401k**

**Account Reconciliation**

**Human Resources**

**Process Improvement**

**Management**

**Finance**

**Executive Management**

**Strategic Planning**

**Internal Controls**

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## Education

**Roanoke College**

Bachelor's Degree, Business Administration, Finance Concentration, 1992 - 1996

**Northside High School**

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## Honors and Awards

2010 Virginia CFO Award Winner. This award, which recognizes outstanding achievement in financial stewardship for Virginia-based public and private companies, is presented by Virginia Business magazine and the Virginia Society of Certified Public Accountants (VSCPA).

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[Contact Jennifer on LinkedIn](#)