

JENEEN PETERSON

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SUMMARY

An intuitive, polished leader with diverse experience in financial strategy, accounting and reporting, investment management, contract and risk management, human resources, and IT functions. A hands-on developer of strategic and effective solutions to challenges, and a driver of high-visibility priorities in government, non-profit, and rapid growth organizations. Able to earn the trust of councilmembers, boards, and executives with compelling interpretations of data and unwavering integrity.

AREAS OF EXPERTISE

Financial Planning & Analysis – Financial Reporting – Internal Control Design & Implementation – Business Development – Process Improvement – System Design & Implementation – Budgeting & Reporting – Cost Savings – Employee Training, Recruiting, & Leadership – Relationship Management – Risk Management – C-Level – Fund Accounting – Non-Profit – GASB and GAAP

PROFESSIONAL EXPERIENCE

TOWN OF WINDSOR – Windsor, CA

2018 to present

\$65M+ annual budget, \$248M assets. Government Agency.

CHIEF FINANCE OFFICER/ADMINISTRATIVE SERVICES DIRECTOR (2018 TO PRESENT)

A key advisor to the Town Manager and Town Council with full oversight of accounting, risk management, information systems, utility billing, audit, treasury and investments, contract review, procurement, and regulatory reporting compliance for the Town of Windsor. Fiduciary responsibility of Town funds including biennial budget, fiscal policy, reserve balance management and administration of debt.

- Executive sponsor and project lead for 2023-2028 Strategic Plan
- Project lead on development and implementation of 2023–2028 Technology Master Plan
- Preparation and Council presentation of biennial budgets and five-year Capital Improvement Program including goal setting, budget workshops with the public, and final recommendation for adoption
- Development of Environmental, Social and Corporate Governance (ESG) Investment Policy
- Board of Director for California Intergovernmental Risk Authority (CIRA)
- Implementation of e-signature platform for online review and approval of contracts
- Executive sponsor for development of water and water reclamation rate study for utility billing
- Development of COVID-19 fiscal crisis response and long-term strategy allowing the Town to weather economic impacts from shelter-in-place order and preserve the General Fund
- Finance Section Chief during Emergency Operation Center activation, Incident Command Certified
- Key participant in labor negotiations with preparation of elaborate fiscal modeling for Council and labor negotiator
- Obtained bond funding for matching component of State grant to fund roundabout infrastructure
- Oversight of town-wide server and network switch upgrade
- Oversight of firewall management and cyber security measures
- Executive sponsor for implementation of zero-trust architecture and automated security enforcement
- Established off-site colocation for servers and implemented IT disaster recovery and business continuity plan
- Responsible for town-wide annual fraud training

DOMINICAN UNIVERSITY – San Rafael, CA

2017 to 2018

\$65M+ gross revenue, \$30M endowment. Higher Education.

CONTROLLER – (CONTRACT 2017 TO 2018)

Responsible for Business Services Office with full oversight of accounting, accounts payable, procurement, student billing and payroll for the University. Ensured compliance with university financial and accounting policies and procedures through effective design and implementation of internal controls.

- Member of investment committee tasked with management and asset allocation advisement for \$30M+ endowment
- Complete oversight of year-end financial audit and SEFA single audit, with no significant deficiencies in fiscal year 2018

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- Compiled monthly financial statements in accordance with Generally Accepted Accounting Principles (GAAP) as required by creditors and other regulatory agencies
- Coordinated and prepared A-133 compliance and reporting
- Fiduciary responsibilities and reporting of university 403b plan with TIAA-CREF
- Treasury management, cash flow analysis, capital budgeting and budget variance analysis
- Oversight of university Business Services Office including a team of 15+ to include performance management, goal setting, and team building
- Supported advancement team with gift reconciliation, tracking of receivables, reporting of available funds, and recording of endowment earnings and allocation to fund donors
- Grant management and reporting, ensured regulatory compliance for various state and federally funded programs

RUSTIC PATHWAYS – San Francisco, CA

2016 to 2017

\$30M+ gross revenue. Education. Travel. Philanthropy.

INTERNATIONAL FINANCE CONTROLLER (2016 TO 2017)

A member of the senior leadership team in charge of opening subsidiaries in our foreign-operated countries. Designed accounting system interface, internal control structure and global consolidation processes. Responsible for preparation and consolidation of company monthly, quarterly and financial results for US and international operation.

- Member of the board of directors for operations in Costa Rica, Dominican Republic, Peru, Tanzania and Hong Kong
- Converted US accounting operations from QuickBooks to Intacct, restructured chart of accounts and statistical data fields for improved business insight
- Designed accounting and reporting processes for subsidiary operations, successfully launched subsidiaries in Costa Rica and Dominican Republic
- Managed month-end closing procedures and financial statement preparation
- Streamlined full cycle payroll process for 150+ full-time staff and 300+ seasonal employees
- Integrated accounting (Intacct), expense reporting (Expensify) and bill paying (Bill.com) for seamless reporting and expense capture
- Handled the accounting design and implementation for payroll system conversion from Paychex to ADP
- Recommended and implemented company-wide transition from semi-monthly to bi-weekly pay

BEAUTIFULPLACES, INC. – Sonoma, CA

2015 to 2016

\$12M+ gross revenue. Luxury Villa Travel with an Epicurean Flair

VP – CONTROLLER (2015 TO 2016)

Member of the executive team driving steering committee initiatives, short term and long-term strategic growth objectives, budgets and all aspects of the finance and accounting function of the organization. Responsible for preparation and consolidation of company monthly, quarterly and financial results for US and international operation.

- Ensured design and implementation of systems, processes and controls to comply with Generally Accepted Accounting Principles (GAAP)
- Worked with external tax professionals to help prepare annual tax filings
- Prepared any analysis and presentation materials as needed by the CEO for investor presentations
- Managed full-cycle payroll, payroll tax, and human resource function
- Maintained strong and effective banking relationships
- Oversaw accounting and reporting for operations in Virgin Islands

PACIFIC UNION INTERNATIONAL, INC. – San Francisco, CA

2010 to 2015

\$165M gross revenue. Leading luxury real estate brokerage in Northern California.

VP – FINANCE (2011 TO 2015), CONTROLLER (2010-2011)

A key member of the leadership team driving execution of “Vision 2020”, delivering world-class financial presentations and reporting. Full oversight of the Company’s day-to-day external and internal accounting and reporting functions, driving process

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improvement and building of a world class organization. Devised and implemented highly effective tax strategies through accelerated depreciation of assets and restructuring of current stock option plan.

- Oversight, design and implementation of executive dashboard, DOMO, gaining key strategic insight into the Company's joint venture partners and insight into potential revenue drivers
- Implemented several system upgrades including system of record (Great Plains), back-office system (Profit Power), payroll/HCM (Dayforce), and lease administration (CTBT Reflex)
- Performed due diligence on recapitalization of firm and additional of new majority owner, dissolving several entities and collapsing the holding company
- Assisted with development of strategic purchases and acquisition targets through capital restructuring and issuance of preferred stock
- Fiduciary of 401(k) plan, successfully converted assets from an expensive poor performing portfolio administrator to high performing index funds
- Administration of risk management/errors & omissions policies; reviewing premiums, comparing carriers, preparing loss exposure analysis, recommended annual deductibles and reviewed outstanding legal cases
- Identified and rectified operational deficiencies and tightened cost controls, resulting in a "clean audit" in 2014
- Full oversight of lender compliance, cash flow analysis, tracking of working capital, and management of cash through a down market

LBA REALTY, LLC – Irvine, CA

2005 to 2008

\$4B in assets. Full-service real estate investment and management company with a diverse portfolio of industrial and office property in western U.S.

ACCOUNTING MANAGER (2006 TO 2008)

Reported to Controller and led accounting team through large acquisition doubling company size overnight. Restructured department and focused on recruiting and retention to develop a high-impact and effective accounting and finance team.

- Managed staff of ten (tracked and issued deadlines, coordinated meetings, assisted in performance reviews, participated in prospective employee interviews)
- Coordinated monthly close process (closing GL, AR, AP; payment of fees; final rent up and late fee processing; monthly calendar of deadlines to the field)
- Maintained and reviewed property level financial statements for over thirty properties including quarterly budget vs. actual variance analysis; prepared and reviewed annual budgets and CAM reconciliation

ERNST & YOUNG, LLP – San Diego, CA

2003 to 2005

Multi-national "Big Four" professional services firm.

AUDIT & ASSURANCE ASSOCIATE

- Lead senior responsible for audit planning and review of staff documentation, SEC reporting compliance
- Key role in attestation of Sarbanes Oxley Act compliance for large Fortune 500 Company
- Member of recruiting committee responsible for identifying and engaging potential candidates

EDUCATION

Bachelor of Science in Business Administration/Accountancy - San Diego State University – San Diego, CA

TECHNICAL AND SYSTEM KNOWLEDGE

Eden – Intacct – Great Plains Dynamic – DOMO – FrX – Profit Power – QuickBooks – ADP – MRI –Kardin – Microsoft Office – AVID – Bill.com – Expensify – Workday – Power Campus – AdobeSign – DocuSign – HDL – Civic Plus – Granicus