Curriculum Vitae

JENNIFER BELL RILEY, MSA

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PROFESSIONAL PROFILE

- Seasoned in conceiving and building programs from the ground up through proven competencies in grant writing and administration, project and program management, staff development and empowerment and program performance reporting.
- Demonstrates consistent success as an on-line instructor.
- Effective communicator with excellent planning, organizational, and negotiation strengths as well as the ability to lead, reach consensus, establish goals, and attain results.

EDUCATION

- **MSA, Master of Science in Accounting**, Texas Tech University, RAWLS College of Business Administration, Lubbock, TX, 1997
- **B.S., Business and Communications**, Lubbock Christian University, Lubbock, TX, 1991

ACADEMIC TEACHING EXPERIENCE

Lecturer, Texas Tech University, RAWLS College of Business Administration, Lubbock, TX, 2021 to Present
- Teach on-line financial and managerial accounting to classes averaging 30-200 students.

Financial and Leadership Lecturer, Allstate Foundation, November 2020 to December 2024
- Teach on-line and in-person leadership, management and personal finance classes.
- Teach 45 courses annually and the average class is 20 students.
- Serve on task force to rewrite curriculum.

Instructor, Austin Medical Solutions Pvt Ltd, Bengaluru, India, May 2023 to Present
- Teach on-line financial and managerial accounting as well as fundamentals of management.
- Students are employees of the company and are learning skills applicable to their job function.
- Developed open-sourced coursework based on company strategic goals and recent audit report.

COURSES TAUGHT

Undergraduate
- Financial Accounting (ACCT 2300)
- Financial & Managerial Accounting (BA 3302)
- Financial Accounting for Online BBA (ACCT 2300)
- Managerial Accounting for Online BBA (ACCT 2301)
- Online Individual Studies (BA 4381)
- Advanced Topics in Accounting (BA 4383)

Graduate
- Financial & Managerial Accounting (ACCT 5301)

ACADEMIC ADMINISTRATIVE EXPERIENCE

Faculty Director of Assurance of Learning, Lyons School of Accounting August 2025-present

- Develop robust and up-to-date assessment plans for accreditations.
- Assure LSOA data is collected according to assessment plan.
- Prepare annual reports on assurance of learning.

HIGHLIGHT OF PROFESSIONAL EXPERIENCE

Senior Director, YWCA of Lubbock, Lubbock, TX, 2011-Present

- Manage day-to-day operations of Women's Health Initiative, which serves over 1,000 rural and low-income clients annually from over 32 counties.
- Prepare and execute a $500,000 annual budget comprised of state grants, United Way funding, private foundation grants and individual gifts.
- Develop and implement a proprietary database for tracking all required demographics and outcomes for six grants. Write quarterly and annual reports based on data that is continuously tracked and monitored.
- Serve on advisory committees on local, county and state levels that address barriers to affordable and accessible healthcare for rural residents.
- Give presentations to community groups, professional groups and businesses assigned by the United Way Speaker's Bureau.
- Develop, implement and monitor policies and procedures that adhere to state and YWCA requirements and initiate and monitor over 50 contracts with referring physicians and medical providers.
- Educate over 175 regional medical clinics and providers on eligibility and services provided by the Breast and Cervical Cancer Services program.
- Educate low-income clients on money and finance literacy and strategy. Develop speaker's bureau of financial experts and help clients establish a financial stability plan.
- Supervise 3 full-time professional staff and 20 interns.
- Represent the Women's Health Initiative on the YWCA Leadership Team and Board of Directors.
- Serve as the chair of the YWCA Grant Committee, which monitors compliance on over 25 grants.

Consultant, Austin Medical Solutions Pvt Ltd, Bengaluru, India, May 2023 to Present

- Assist company owners in preparing personal financial statements.
- Develop training and human resource policies for new and existing employees.
- Audit fixed assets and prepare proprietary database of fixed assets.
- Facilitate strategic planning.

Planned Giving Officer, Texas Tech University System, Lubbock, TX, July 2004-February 2009

- Developed marketing and strategic plan for planned giving function.
- Managed a donor pool of 350 planned giving prospects.
- Met fundraising goal ($1.0M).
- Advised donors on charitable giving opportunities that include trusts, gift annuities and bequests.
- Oversaw a staff of five professionals and two graduate students who identify, qualify and research potential donors for the Texas Tech University System.
- Established and oversaw programs for tracking individuals through the cultivation cycle, monthly prospect review meetings and benchmarking for prior fundraising cycles.
- Developed a systematic approach for campaign prospecting on the college, unit, regional or system level.

Interim Chief Financial Officer, YWCA of Metropolitan Dallas, Dallas, TX, 2002-2003

- Reviewed and presented monthly financial statements to be presented to executive committee, finance committee, board of directors and senior management team as well as reports to IRS, sister organizations, stakeholders, grantors and the United Way.
- Approved and supervised day-to-day and special projects in technology and facilities areas.
- Developed annual planned giving campaign.
- Special projects included: budget re-forecast and development of budget performance reporting process, net restricted assets study (current fund balance and investment strategy), outsource accounting and payroll function, cash management policy (priority of payables and investment strategy), 360 restructuring analysis of existing programs and branches, projected cash flow statement for current fiscal year and subsequent years, selection of new audit firm, internal operational audit committee implementation, bank account consolidation and interest leveraging, facilities review and capital budget re-forecast and audit committee formation.

Senior Manager, Ernst & Young, LLP, Dallas, TX, 2000-2002

- Advised mid-market and entrepreneurial clients on income and estate tax implications of mergers and acquisitions, initial public offerings, debt restructuring and purchase/sale agreements.
- Established family partnerships, foundations and trusts for long-term estate planning purposes.
- Assisted clients with budgeting, forecasting, contract reviews and preparation of personal financial statements.
- Met $1.0M sales goal each year and oversaw $2.0 million department budget.
- Client base consisted of companies from the following industries: retail and distribution, manufacturing, technology, biotechnology, healthcare and non-profit.
- Developed networking group that consisted of 12 professionals from the banking and legal fields.
- Gave technical presentations to graduate school classes, continuing education classes and business forums.
- Supervised up to 10 staff and 12 interns.
- Served on internal initiatives including the women's issues task force, campus recruiting and various fundraisers for non-profits.

Manager, KPMG, LLP, Chicago, IL, 1997-2000

- Advised Fortune 500 and 100 company executives on current tax structure and ways to minimize current income and estate tax liability.
- Established family partnerships, foundations and trusts for long-term estate planning purposes.
- Met $500K sales goal each year.
- Supervised two staff and six interns.
- Served on internal initiates including the staff council, which raised money for charities, the staff retention task force and campus recruiting.

RECENT PRESENTATIONS

- Riley, Jennifer Bell (2023), "Measures, Metrics and Money." Presented at Cancer Prevention & Research Institute of Texas (CPRIT) Quarterly Meeting, On-line
- Riley, Jennifer Bell (2023), "Telling Your Story with Data." Presented at Texas Healthy Woman's Spring Symposium, Austin, TX
- Riley, Jennifer Bell (2022), "Strategic Planning Post Covid." Presented at Dallas Women's Foundation annual conference, Dallas, TX.
- Riley, Jennifer Bell (2022), "The Power of One." Presented at United Way of Lubbock's annual meeting, Lubbock, TX

PROFESSIONAL AFFILIATIONS

- Chairperson, Evidence Based Reporting Task Force, State of Texas Health and Human Services, present
- Advisory Board Member, Texas Healthy Women Task Force, State of Texas Health and Human Services, 2021-2024
- Chairperson, Financial Literacy Curriculum Revision Task Force, Allstate Foundation, 2024
- Advisory Board Member, Hockley County Health Department, 2022-present
- Board Member, Association of Fundraising Professionals (AFP), Lubbock Chapter, 2004-2009
- Member, Council for Advancement and Support of Education (CASE), 2004-present

COMMUNITY SERVICE

- Speaker's Bureau, United Way of Lubbock, Lubbock, TX, 2011-present
- Community Advisory Council, Lubbock Independent School District, Lubbock, TX, 2023-2024
- Advisory Board Member, Marsha Sharp Leadership Academy, Lubbock, TX. 2012-2022
- Advisory Board Member, Lubbock Christian University, Lubbock, TX 2020-2023
- Board Member, Komen Foundation, Lubbock, TX 2010-2019
- Board Member, Komen National Foundation, Dallas, TX, 2001-2002
- Board Member, Dallas Women's Foundation, Dallas, TX 2000-2002
- Board Member, YWCA of Metropolitan Dallas, Dallas, TX 2000-2002
- Leadership Dallas, Dallas, TX 2001-2002
- Leadership Chicago, Chicago, IL, 1998-1999