



JENIFER BARTMAN CPA, CA, CMC, MFA
FOUNDER AND PRINCIPAL
JENIFER BARTMAN BUSINESS ADVISORY SERVICES

Jenifer Bartman, CPA, CA, CMC is the Founder & Principal of Jenifer Bartman Business Advisory Services, assisting companies in transition (i.e., early, financing, growth, and succession stages). Service areas include business and succession planning, growth strategies, financing readiness, executive coaching, and performance improvement. Jenifer is well known for her venture capital and early stage financing expertise, having been an executive in the industry and an advisor to many young companies.

She is the instructor of four certificate courses in the Knowledge Bureau **MFA-Executive Business Growth Program** and is a instructor for the **Business Builder Retreat**. She has also been a speaker at both The Distinguished Advisor Conference (DAC) and CE Summit series and has authored [*Defusing the Family Business Time Bomb*](#), published by Knowledge Bureau.

An experienced senior executive, she held the broad-based role of Vice President & CFO of a venture capital fund manager, playing a direct role in its growth and exit strategy. Prior to this role, Jenifer was a management consultant, providing services to organizations across a wide range of industries. She holds the designations of Chartered Professional Accountant (CPA, CA) and Certified Management Consultant (CMC).

Jenifer has appeared on the CBC News Network Weekend Business Panel and has been a guest speaker at various events covering a range of topics, including early stage financing, venture capital, and business and succession planning. She has been a sessional instructor in the University of Manitoba Intellectual Property & Technology Commercialization Management certificate program, delivering a course that she also developed. A published author (*Master Your Investment in the Family Business: How to Increase After Tax Wealth*) and Expert Contributor (*It's Your Money, Honey*), her work has appeared in numerous venues, including Private Capital, Canadian Capital, Golden Girl Finance, Yahoo! Finance, CareerVision, Divestopedia, and Club Manager Quarterly.

Jenifer has an interest in sharing her knowledge and experience with leaders, including entrepreneurs, business owners, and advisors. She is particularly passionate about helping companies to successfully navigate the many challenges they encounter, as they grow and develop, and to identify and apply creative solutions to enhance their position in the marketplace.