



Jenny Herritz

Principal

Jenny is a Principal with SVA Consulting, a member of the SVA family of companies.

In her role as a business and technology advisor, Jenny specializes in helping companies achieve their goals by effectively leveraging their business systems and information. Her background leading both business systems and business intelligence implementations gives her a unique perspective and ability to leverage the strengths of both, helping companies gain competitive advantage from their investments.

Creating strategic plans that are actionable is Jenny's forte. Typical projects that Jenny engages in include developing roadmaps for business system transformations, assisting businesses as they transition their culture into data-driven decision making, and strategizing on how to introduce new, or optimize existing, business processes.

With her background in business and consulting, Jenny easily identifies and understands a client's business requirements, allowing her to envision a solution to address the immediate needs of the entity, as well as allowing for agility in an ever-changing world of business.

Jenny has been published in the Journal of Business Intelligence and is a sought-after speaker.

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Areas of Expertise

- Business Intelligence and Analytics
- Business Process Improvement
- Data Strategy
- Business Applications
- Data Quality and Governance
- Data Integration
- Enterprise Resource Planning

Industries

- Emerging Life Science
- BioPharma
- Manufacturing & Distribution
- Hospitality
- Professional Services
- Nonprofit
- Government
- Insurance
- Family Office

Education

- Harvard Business School
 - Leadership Certificate
- University of Wisconsin - Eau Claire
 - Bachelor of Science - Management Information Systems