



BJ PFEIFFER  
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### Areas of Expertise

BJ Pfeiffer leads an IT and Professional Services firm that she founded in 1996 after gaining expert knowledge at top rated multinational corporations. She has expertise in both corporate and the not for profit sectors. BJ has served in leadership positions on multiple not for profit boards and advisory councils.

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In 1996, BJ founded Enterprise Solutions Technology Group, Inc. Having had multiple roles within the IT corporate world, she leveraged her skills in Marketing, Sales, HR and Strategy to develop her own professional services firm. She is an active participant on executive committees and boards offering advice, guidance and mentoring to business and community organizations. Her special interests in education, collaboration and strategic alliances have led to development of ideas into new programs and partnerships in both for profit and non-profit businesses.

As a successful business owner for over 25 years, BJ has gained perspective on the impact of IT and it's ability to provide opportunity beyond traditional business as usual. *The EmployAbility Project* was formed by Pfeiffer to extend these opportunities to develop professional career paths for people with disabilities by utilizing the networks she developed within the business community.

Pfeiffer is committed to the economic development and education of her community. She has served on over 10 not for profit boards over the years including: Board Director for Wisconsin Women's Network & Mentor for the Wisconsin Women's Policy Institute, Board Treasurer at the University of Wisconsin Odyssey Project, UWDC Board of Directors, Co-Founder Women's Initiative for Schools of Hope Literacy Project and President of The Business Forum. Currently she serves as Board President of *The EmployAbility Project*, Board Director for Positive Women for Change and as Chair of Summit Credit Union Member Experience Advisory Committee.

BJ earned a B.A. in Communications from the College of St. Catherine, Executive Scholar Certificate at Northwestern Kellogg School of Management and attended Harvard Business School Executive Education – Leading Professional Service Firms. In addition, she attended the Women's Director Development Program at Kellogg and is certified in Private Company Governance through PDA.

### Recognition & Awards

***Distinguished Leader Award***: Economic Impact, Leadership Greater Madison. ***Best In Business*** – InBusiness Magazine, ***Dane County Small Business Award***