

Driving Profitability Through Financial Intelligence



Jennifer Barnes
CEO | Connector | Financial Strategist

About Jennifer

Jennifer Barnes is the dynamic Founder and CEO of **Optima Office, Inc.**, a leading provider of part-time Controllers and CFOs, as well as bookkeeping and human resource services. She has a proven track record of building two successful companies: she scaled her first to become the fifth fastest-growing business in San Diego and grew Optima Office to be the tenth fastest-growing company in the region, earning recognition on the Inc. 5000 list for two consecutive years. Currently, Jennifer leads a team of over 100 W2 employees and takes pride in winning the “Best Place to Work” award each year. Jennifer specializes in transforming financial data into strategic insights. Her philosophy of “**People Over Profits**” reflects her dedication to building high-performing teams, optimizing internal operations, and delivering lasting value to businesses.

“**Hope is not a strategy. If you want to change the outcome, you must change your approach to financial leadership.**”

– Jennifer Barnes, CEO, Optima Office, Inc.

Signature Keynote Topics

- **Financial Management Essentials:** Understand Your Company's Numbers
- **KPIs That Drive Profitability:** Industry-Specific Metrics That Matter
- **Cash Flow Mastery:** Strengthening Your Business Through Controls

**Other, customizable topics available*

What Audiences Say

“Jennifer delivered practical, actionable financial strategies that our members could implement immediately. Her ability to simplify complex financial concepts for business owners was exceptional.”

– Business Forum Leader

Education & Credentials

- B.S. Finance & Marketing – University of Arizona
- MBA – San Diego State University
- Completed coursework for the Becker CPA Review

Achievements & Recognition

- Inc.5000 Fastest Growing Company, Regionals Pacific, 2025
- EY Entrepreneur of the Year Finalist, 2024
- SDBJ Women of influence in Accounting & Finance, 2024
- SDBJ Woman of the Year Finalist, 2024
- SDBJ Best Places to Work (7 consecutive years)
- San Diego Magazine, Finance Pioneer Award - Celebrating Women, 2024