

## Jennifer Rider, MBA, MSED

Hera Associates | Co-Founder, Business Development & Public Sector Specialist



Jennifer Rider, a nationally recognized nonprofit executive and winner of the 2024 Great Companies International Women Entrepreneur Award, is celebrated for achieving transformative impact at scale through strategic leadership and operational excellence. A passionate advocate for net positivity—creating social and economic change that leaves everyone better off—Jennifer leverages her career to redefine the business of social change.

Jennifer's professional journey began as a mental health clinician, where she witnessed firsthand the systemic barriers to health, education, and opportunity that perpetuate inequity. This experience ignited her drive to create systemic solutions, leading her to spearhead child welfare reform and family homeless service innovations in New York City. Her efforts also included launching trauma-informed recovery programs for families impacted by the 9/11 World Trade Center attacks.

With a vision to elevate the potential of the social sector, Jennifer pursued her MBA at Rollins College Crummer School of Business, where she earned the prestigious Martin Bell Scholarship. This business acumen, coupled with her social sector expertise, has enabled her to serve in pivotal executive roles, including CEO of Big Brothers Big Sisters of Central Florida, Vice President of Development for Junior Achievement of Northern California, and Central Pacific Regional Director of Development for the Anti-Defamation League.

Jennifer's leadership is marked by her ability to forge game-changing partnerships, design visionary strategies, and implement radical solutions that drive revenue, grow engagement, and elevate organizations to their next level of impact.

Outside of work, Jennifer is an avid traveler, reader, and hiker who loves exploring cultures, mentoring emerging professionals, and spending time with family and friends. She remains deeply committed to advancing equity, social justice, and human rights, inspiring changemakers everywhere to contribute to a thriving, inclusive world.

Connect with Jennifer at [jrider@hera-associates.com](mailto:jrider@hera-associates.com) or on [LinkedIn](#).