



Jenny Massey

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Summary

Jenny Massey established the site selection and incentives practice at Sikich, LLP and currently serves as the national director. She excels at helping companies minimize risk and maximize return from relocation and expansion projects of all sizes. Jenny's expertise spans site selection and incentive procurement for businesses across technology, aerospace, logistics, life sciences, professional services, advanced manufacturing and agriculture industries.

Before joining Sikich, she co-founded and was president of FairWinds Advisors, LLC, a site selection consulting firm, which she still co-owns.

Jenny has extensive experience working in business development, corporate strategic planning, negotiation, compliance processes and improvement. She has worked with innovative companies, such as Boar's Head, Ironclad, OrthoPediatrics, Genezen Laboratories, dormakaba and Stanley Security Solutions.

Jenny is an archaeologist by training and worked and lived in Japan for seven years of her career. In her free time, she enjoys beekeeping, sailing and traveling.

Experience

Director of Site Selection & Incentives

Sikich

Nov 2021 - Present (1 year 4 months)

As director, Jenny oversees the new site selection and incentives practice, liaises with stakeholders, drives strategic company growth, and is responsible for the overall performance of the business. She develops and executes business strategies to achieve short and long-term goals, provides market insights and strategic advice and creates and implements business plans to improve cost-efficiency. Maintaining positive and trust-based relations with business partners, shareholders, and clients is of utmost priority, as she supervises, guides, and delegates to team-members in their duties. As she continues with Project Management, she will continue assessing, strategically guiding, managing, and resolving developments and client requests.

Co-Founder & President

FairWinds Advisors

Jan 2013 - Present (10 years 2 months)

FairWinds Advisors, LLC is a nationwide independent site selection and economic development consulting firm. Jenny specializes at helping companies minimize risk and maximize return from relocation and expansion projects.

How? Simple: She listens to your plans and brings your impending growth into focus under the filter of available sites matching your needs with potential local and state incentives. She ensures accurate agreements are in place and keeps you compliant throughout the term of the incentives.

As President & COO, Jenny is responsible for corporate strategic development, fiscal management, performance monitoring and business development. She assures operation of the business is smooth and efficient.

Founder

Oh, Beehave!

Oct 2017 - Present (5 years 5 months)

Local raw honey bee yard.

www.ohbeehave.com

Need some local honey? Email: jenny@ohbeehave.com

Director

Bingham Economic Development Advisors

Mar 2007 - Dec 2012 (5 years 10 months)

As Director, to ensure effective accomplishment of corporate goals and objectives, Jenny provided strategy, systematic planning and execution of corporate policies and procedures. She kept tabs on all the major activities conducted at the company as well as assessments for effectiveness.

She was a bridge between the clients, employees and the administrative authority of the firm, thereby enhancing productivity and sales by providing required direction for provision of corporate services to clients.

Consultant / Project Manager

dentsu Japan

Mar 1996 - Jan 2003 (6 years 11 months)

As an independent consultant and project manager, Jenny was a valued team leader. She was responsible for organization of media and commercial project start dates, budgets, and completion dates -- bringing the team together and making them accountable for performance.

She regularly organized advertising tasks, time, resources, and people. A project requires planned steps and actions taken in order to yield a successful completion. Jenny easily directed and encouraged team-members resultant in successful on-time projects.

Education



The Wharton School

Entrepreneurship

2020 - 2021

The conception, design, organization, and management of new enterprises to assist with opportunity recognition and identification through launch, growth, financing and profitability.



HEC Paris

Business Model Innovation, Entrepreneurial and Small Business Operations

2019 - 2020

Innovation goes beyond technology, products and processes. The new competitive landscape requires another, more holistic and strategic perspective, based on the concept of business models.

Odyssey 3.14 is a highly innovative approach proven to be a very valuable methodology for start-up entrepreneurs, business unit managers and intrapreneurs alike. It offers a practical and highly effective framework and toolbox to create, invent or reinvent business models in a very disciplined way.



University of Pennsylvania

Foundations of Positive Psychology Specialization, Psychology

2017 - 2018

Positive Psychology: Well-being for life. Master of strategies and tools that enable individuals and organizations to thrive. Five-course specialization provides key theories and research in the field of positive psychology as well as opportunities for application.

- Martin E.P. Seligman's Visionary Science
- Applications and Interventions with Dr. James Pawelski
- Character, Grit and Research Methods with Dr. Angela Duckworth & Dr. Claire Robertson-Kraft
- Resilience Skills with Dr. Karen Reivich
- Specialization Project with Dr. Martin E.P. Seligman



Murdoch University

Post-Graduate Degree, Public Policy and Management / Sustainable Development

2000 - 2003

Public Policy and Management introduced strategic, analytical and professional knowledge and skills necessary for policy careers in the government, non-profit and private sectors. Course focused on what it meant to analyze, design and implement policy in current institutional and regulatory environments.

Sustainable Development enhanced understanding of public policy issues as it pertained to ecologically sustainable development, environmental ethics, local governance, sustainable urban and regional planning.



Indiana University Bloomington

BLS, Liberal Arts and Sciences, General Studies and Humanities

1991 - 1995

The Bachelor of Liberal Studies (BLS) is a degree that is grounded in the liberal arts but offers more flexibility than the other degrees awarded by the College of Arts and Sciences. Since a large part of the degree consists of electives, BLS students can bring shape and focus to their degree through the pursuit of a range of minors.

Jenny pursued Archaeology, Anthropology and Art History

Licenses & Certifications



Foundations of Positive Psychology - University of Pennsylvania

Skills

Intercultural Communication • Economic Development • Site Selection • Incentives • Policy •
Negotiation • Compliance • Strategic Planning • Location Intelligence • Business Development