



Jennifer L. Massey, *SPHR, SHRM SCP, EA-CS™*
Integra HR, LLC
Founder & CEO

Jennifer is the Founder and CEO of Integra HR, LLC. With more than 30 years of executive experience in a variety of industries, Jennifer is an entrepreneur, innovator and strategic visionary transforming clients' cultures and their employees by focusing on the "Aha" moments and doing what is right even when it is hard. Jennifer's genuine passion for helping others along with grit, perseverance, and knowledge has given her company the foundation needed to experience an impressive trajectory of expansion and growth over the last several years. Integra focuses on HR and people development complexities, so leaders can focus on their core business and avoid costly mistakes while maximizing the ROI in solid people and culture practices.

Early in her career Jennifer built HR and training functions when they did not exist. Throughout her career she has achieved valuable expertise in HR, training and development, cultural and organizational transformation, compliance, risk management, operations, and program development. Jennifer received her Business Management degree with a concentration in psychology from the Rochester Institute of Technology. She is passionate about learning, holds multiple HR certifications and her Employee Assistance Coaching Specialist certification. Jennifer is also a certified facilitator in Everything DiSC® and The Five Behaviors®, and she is also certified in Mental Health First Aid.

There is one last thing to know, and it goes beyond Jennifer's love for HR and connecting people to the right resources. During Jennifer's vast career, she spent ten years working in human services where she reconnected with her true purpose by giving back and serving her community. In fact, Jennifer formed Integra's Give Back & Impact program that has benefited numerous agencies and schools serving the most vulnerable populations. Lastly, Jennifer has served on numerous boards and was an elected Board of Education member for six years. She currently serves as a Board of Director on the East Greenbush Education Foundation and the Mom Starts Here board.

Jennifer encourages you to connect with her to learn how you can focus on your core business and help her to shake things up in our community and the business world!