



Jennifer J. Pfaff
Program Manager
jennifer.pfaff@acxiom.com



Jennifer Pfaff is a Production Manager with Acxiom, the global leader in customer information management. Ms. Pfaff is responsible for Customer Relationship Management delivery initiatives in the automotive industry. She oversees the development team, testing organization and works on client engagement management.

Previously Ms. Pfaff held various positions including Program Manager for the Automotive practice of EMC and Program Manager with LogicaCMG, responsible for overseeing the technical and creative development of MyFord, a vehicle owner website for Ford Motor Company. MyFord was Ford's first "My Vehicle" site. Ms. Pfaff has been recognized for her work in the development of Ford's Global Marketing Owner Strategy.

With over fifteen years of IT management experience, Ms. Pfaff has a background working with the entire range of client management issues. Her experience has allowed her to manage efforts concerning proposal design and development, project management, project office and methodology development, change management and training, and project closure.

Ms. Pfaff's industry experience also includes information content and development, retail, consumer packaged goods, telecommunications, banking, manufacturing, and healthcare. Ms. Pfaff has a BSBA in Management Information Systems and Operations Management from the University of Arizona and a MBA from Oakland University. She is a certified PMP with the Project Management Institute and has recently co-authored an article published by Computerworld.

Ms. Pfaff serves on the managing board of the Michigan Council of Women in Technology as the Vice President of Operations and is a graduate of the first flight of Women's Economic Club of Detroit 2003 Leadership Forum. Ms. Pfaff is committed to work-life integration initiatives and is actively involved in mentoring women in the technology field.