

CREW RICHMOND

30TH ANNIVERSARY

New Member Spotlight

Jenni Lee Crocker

Education

B.A., University of Richmond

M.A., George Washington University

Civic & Community Involvement

- University of Richmond Executive Board
- Virginia Commonwealth University School of Business Risk Board
- Richmond Ballet Trustee Board
- Association for Corporate Growth Executive Women's Committee

Awards

- Virginia Executive Woman in Business Award, 2015
- Leadership Metro Richmond Graduate, 2005
- Top 40 Under Forty, 2004
- Richmond Smart Woman's Leader Award, 2008
- Style Weekly's Woman of Style Award, 2007



Jenni Lee is the wife of T.J. Crocker and the mother of two children. She is an avid reader of Revolutionary history, longtime runner, and enjoys yoga.

Jenni is the Chesapeake Middle Market Leader and a Managing Director for Marsh & McLennan Companies and brings over 25 years of experience in management, risk advisory, and business transformation. Her primary focus has been on Tech, Retail and Real Estate, with a special interest in startup and entrepreneurial companies. She is known for turnaround strategies and has demonstrated great skill in managing risk profiles of companies while enhancing the balance sheet. Companies look to her when they need to make a change in the organization to create new business strategies or growth segments, or when an organization faces significant market risk issues. She brings a fresh perspective to companies and incorporates a team mentality to gain organizational buy-in for change management.

PROFESSIONAL HIGHLIGHTS

- **Enterprise Risk Management:** While Jenni Lee has the passion for growth and innovation, she is keenly focused on the adversity that companies face, and the actions required to minimize risk. She has helped companies create the infrastructure they need to sustain market challenges and preserve the balance sheet. She is financially focused on the issues facing companies, and how to protect their assets.
- **Strategic Leadership:** Because of Jenni Lee's extensive experience leading successful practices, the Chesapeake Marsh region has grown over 6% with some of the highest retention rates in the country. She has successfully led large teams of development professionals who were among the highest performing in their organization. She has been actively involved in creating a culture focused on mentoring and supporting women and diversity in the office.