



## Jennifer Rostami

Technology Transformation Services  
IT Modernization Centers of Excellence (CoE)  
U.S. General Services Administration

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Jennifer Rostami is currently serving as the Centers of Excellence Acting Director and is passionate about the CoE talent and mission of helping agencies modernize. She has over 15 years of experience working in the public and private sector with a background in finance and a specialization in transformation. She joined the Centers of Excellence in 2019 and spearheaded Agency Partnerships by helping to grow the reach of the CoE across the federal government.

Leading our agency partnerships, Rostami has experience in project leadership, strategy creation, contracting, team leadership, and budgeting. She has worked with federal agencies to modernize in the areas of Cloud Adoption, Customer Experience, and Data Analytics. Rostami helps create organizational alignment for buy-in and change through stakeholder management, financial planning, and communication. Rostami is also responsible for business development, and centralizes efforts to balance staffing to meet customer/engagement demand.

Prior to joining GSA, Jennifer served as the Director of Finance and Operations at a marketing technology company, where she helped reduce costs, increase new revenue streams, and prepare the company for acquisition. Her previous experience also includes working as a management consultant in public sector and private sector Fortune 100 firms focused on improving operations, and managing and growing a \$31M sales territory for a luxury goods manufacturer. While earning her M.B.A, Rostami founded a non-profit to help middle school kids learn about their dream careers and connect with professionals for mentoring.