



Women in Leadership

Driving Results and Advancing Your Career in the Fund Industry

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Panelist Biographies

BRENDA FLEISSNER



Brenda Fleissner has more than 26 years of public accounting experience serving public and private companies, including registered, hedge, and private equity funds; banks; broker-dealers; and investment advisers. She also has extensive experience with SEC-registered public companies and private companies with private equity backing. At EY, Fleissner serves as a firm resource on the new revenue recognition standard as well as financial instruments accounting. She holds a BS in accounting from the University of Cincinnati and is a licensed Certified Public Accountant. In addition, Fleissner is the president of the Board of the Greater Cincinnati Mutual Funds Association. She also served on the Board and Audit Committee of the Cincinnati Arts Association and Chicago Museum of Contemporary Arts.

STEPHANIE ORTBALS-TIBBS



Stephanie Ortals-Tibbs is director of media relations for ICI and ICI Global, overseeing the Institute's global media relations and broadcast communications efforts. Ortals-Tibbs joined ICI in 2011, after a decade as director of media relations and public policy communications at the American Bar Association. She also has served as an account supervisor for a communications firm, and in a variety of roles as a television news producer. She is a cum laude graduate of Georgetown University, with a BA in English and classics.

ANDREA ROCHFORD



Andrea Rochford is a senior financial accounting analyst at Principal. She is part of the tax team within the fund accounting department at Principal. The tax team is responsible for tax compliance and research for Principal Mutual Funds and Principal ETFs. Rochford graduated in 2001 from Wartburg College in Waverly, Iowa, with accounting and finance degrees.

GWEN SHANEYFELT



Gwen Shaneyfelt is responsible for global corporate accounting, accounting policy, financial reporting, taxation, and transfer pricing for Franklin Templeton Investments. Shaneyfelt has devoted her career to the financial services industry and has spent more than 20 years in the investment management industry. From 2006 through 2011, she served as chairman of the ICI Tax and Advisor/Distributor Tax committees. Before joining Franklin Templeton, Shaneyfelt was executive director of tax at Morgan Stanley Investment Management, where she was responsible for all corporate and fund tax matters for the investment management division. In addition to Morgan Stanley, Shaneyfelt's investment services career includes senior tax positions at Van Kampen Investments and KPMG Peat Marwick where she was senior tax manager. Shaneyfelt holds a BS in accountancy from Northern Illinois University. She is also an Illinois Certified Public Accountant.

CATHERINE VERHOFF



Catherine Verhoff is chief diversity officer at PGIM, leading their diversity and inclusion efforts. She and her team of diversity professionals develop strategic inclusion initiatives, create and promote talent management programs, collaborate with human resources on recruiting and retention efforts, and partner with internal and external advocacy and affinity organizations. Before assuming this role on January 1, 2016, Verhoff served for more than five years as the PGIM chief legal officer, where she managed a team of more than 70 attorneys supporting eight asset management businesses in 15 cities across the globe. From 2000 to 2010, Verhoff was in the Prudential Real Estate Investors (PREI) law department for 10 years, serving as PREI's chief legal officer for her last five years there.

Earlier in her career, Verhoff was a senior associate in the corporate department at the New York City firm of Kramer Levin Naftalis & Frankel. While at Kramer Levin, she represented a wide range of clients on a variety of transactions, including mergers and acquisitions, joint ventures, and public and private offerings of securities. Before entering the legal field, Verhoff served for many years as the director of operations at the Natural Resources Defense Council, one of the preeminent environmental organizations in the United States. She is the author of "Environmental Racism: Why Communities of Color Lose in Environmental Politics," which appeared in the *Journal of Environmental Law and Practice* in March/April 1994. Verhoff earned a BA in communications from the University of Akron and graduated cum laude from New York Law School, where she was on the staff of the *Journal of Human Rights*. She is admitted to the bars of New York and New Jersey and is a member of the Financial Women's Association, as well as a member of the U.S. Leadership Committee for Out Leadership.