



JEN PEREZ

The Leverage Maven, Keynote Speaker, Author,
Financial Consultant & Coach

SPEAKING CATEGORIES:

Financial, Business

TRAVELS FROM:

Dallas-Fort Worth,
TX

SPEAKER'S FEE RANGE:

\$2,500 - \$5,000

JEN'S MOST REQUESTED PRESENTATIONS

The Power of Leverage: Scaling Your Business with Time, Budget, and People

Scaling doesn't have to mean burnout. In this talk, Jennifer shares how to maximize your most valuable resources—time, budget, and people—to grow a sustainable, scalable business. Attendees will learn strategies for effective delegation, strategic budgeting, and time management to free up their focus for growth. This session equips business owners with the tools to create a scalable business model that is efficient, resilient, and primed for long-term success.

Profit First: A Simple, Stress-Free Path to Cash Flow Consistency

Jennifer demystifies the Profit First method, showing how entrepreneurs can build profitable businesses by prioritizing profitability from day one. This talk provides actionable strategies to establish cash flow stability, pay themselves first, and build a financial foundation that supports growth. Attendees will leave with the confidence to manage finances effectively and with purpose.

Reverse-Engineering Your Dream Life: Income Targeting for Business Success

In this talk, Jennifer guides entrepreneurs through income targeting, showing how to work backward from their desired lifestyle to set clear financial and business goals. She'll demonstrate how to calculate the income needed to support personal aspirations, translate it into realistic revenue targets, and build a plan to make it happen. Attendees will leave with a framework for designing a business that not only meets financial needs but also fuels their ideal lifestyle.

ABOUT JEN:

Meet Jennifer Perez, the Leverage Maven! A certified Profit First Professional with over a decade of experience in accounting and more than eight years as an entrepreneur, Jennifer is anything but your typical accountant. Known for her outgoing, relatable style, she shares her journey with transparency and vulnerability, creating an inviting and empowering space for business owners to take charge of their finances. Through her work, Jennifer has helped countless entrepreneurs shift from chaotic cash flow to crystal-clear financial clarity. Her methods blend precise bookkeeping, strategic spending, and smart automations, building a solid foundation for profitable, scalable businesses.

Jennifer's unique approach demystifies financial success, making it feel attainable and—even more surprisingly—fun. Her goal? To help business owners create a cash flow that aligns with their business goals and personal lifestyles, putting them firmly in control of their financial futures. Whether through Profit First strategies or her lively speaking style, Jennifer brings a fresh, accessible perspective to finance, proving that financial stability is within reach for all.

Invite Jennifer to speak and watch as she motivates your audience to confidently tackle their numbers and unlock a path to lasting financial success!

WHAT THEY'RE SAYING:

"Jennifer Perez, the Leverage Maven, is truly one of a kind. As the founder of Master Networks, I've had the privilege of seeing many talented speakers on our CONNECT stage, and Jennifer stands out among them. Her presentations are engaging, practical, and impactful—our audience left with real, actionable insights on how to take control of their finances. Whether she's on the main stage or in a breakout session, Jennifer brings an energy and clarity that's unmatched. She's not just sharing knowledge; she's empowering business owners to see finance as a pathway to growth. I highly recommend Jennifer to anyone looking for a speaker who will leave a lasting impact."

—Chas Wilson, Founder of Master Networks

"I've known Jennifer for a little while and I invited her to speak at my Investment Club at VMware. She blew us away with her knowledge! I'm very impressed with the amount of value she provides. Thank you so much!"

—Kishor Rao, Investor:

"I just want to give a big shout out to Jennifer Perez! I attended her workshop today and it was fantastic. I have really learned that you need a coach if you want to level up and I really need to level up with my finances and making sure that my money is going where it needs to go so my business can grow. I've also been working with Jennifer with my business and I just really, really appreciate her. Super knowledgeable, has really helped me with some hard stuff already so highly recommend her."

—Lanay Renstrom, Photographer: