



## **Jennifer Pratt**

Senior Vice President

Director of Strategic Services

Jennifer Pratt is senior vice president and the director of strategic services. She is a recognized leader in the family office and wealth management industry and has deep experience in helping families and businesses reach their full potential with an emphasis on preparing the next generation to thrive. Jennifer is responsible for the strategic direction and execution of Family Enterprise Services, which comprises wealth consulting and solutions focused on family dynamics, governance, education, business succession planning, and philanthropic initiatives for ultra-high net worth families.

Day to day, Jennifer leads the Center for Family Legacy and Leadership which serves as a resource center providing education, communication, and tools on topics such as wealth sustainability, family engagement, value-based giving, and the stewardship of wealth. Additionally, Jennifer manages the firm's Wealth Strategies team and family business consultants offering strategic services to clients, wealth advisors, and single-family offices. She is actively involved in new business development and partners with advisors to create deeper relationships and integrate wealth planning with family enterprise services.

Jennifer has shaped her career and community contributions around helping others reach their full potential. Throughout her 25-year career at Synovus, she has held numerous management and leadership positions, including most recently senior director, Talent Management and Development focused on enterprise learning, leadership development, and succession planning. Her community involvement includes being an active coordinator for Habitat for Humanity since 2011 and a previous board member for Women of Excellence. She currently serves as a small group coach and leader for the women's and parenting ministry at her local church.

Jennifer earned dual Bachelor of Science degrees in Business Administration and Management Information Systems from the University of West Florida, Pensacola, FL. She lives in Birmingham, AL, with her husband and son. When not in the office, she can be found cheering on her son on the baseball fields, riding her Peloton, and cooking for family and friends.

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