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Gena is a Partner in PwC's Trust solutions practice and lead on the firms ESG & Sustainability efforts on diversity, equity and inclusion (DEI) as well as human capital assurance nationally. Gena has more than 14 years of experience advising companies on data, operational and technology controls and performing reporting audits and assessments. She is a leading specialist in SOC 1, 2 and 3, and other third party assurance and internal controls reporting, providing services to our largest financial services clients designed to identify, assess, and manage complex risk and control issues across the enterprise – whether they are strategic, financial, systems, or operational in nature. In addition, Gena advises global clients on their ESG and Sustainability strategies, including how to navigate their sustainability reporting journey, with a specific focus on evolving and leading ESG frameworks. She is an inclusive, empathetic leader driving diversity, equity and inclusion with passion and dedication. She is the Purpose & Inclusion Co-Champion of the Boston, Hartford, and Albany offices of PwC. In this leadership role, Gena is responsible for driving the culture of inclusion for more than 3,500 professionals. Gena graduated cum laude from Bryant University with a Concentration in Accounting and a Minor in Psychology. Gena also is a licensed CPA in Massachusetts as well as a Certified Information Systems Auditor (CISA). She joined the Board of Directors in 2022.