

Jennifer Bassett

Ms. Jennifer Bassett serves as the Chief Executive Officer at Pacific Rim Alliance Corporation, known by its trade name Checkmate across five western states. She has been with Pacific Rim for over 17 years, during which time she has held several pivotal positions within the organization, including Chief Financial Officer and Chief Compliance Officer. Ms. Bassett commenced her professional career in public accounting and subsequently gained significant industry experience as a consultant. In 2007, Jennifer joined Pacific Rim where she has played a key role in shaping the company's financial strategies and compliance framework. Her leadership reflects a deep commitment to fostering innovation and maintaining ethical practices within the industry.

In 2015, Ms. Bassett acted as a Small Entity Representative (SER) for Pacific Rim in Washington, DC, where she provided expert testimony on the proposed Consumer Financial Protection Bureau (CFPB) Federal rules and their anticipated impact on the short-term consumer loan industry. Furthermore, she dedicated two years as the Chairman of InFin, the national trade association representing the consumer financial services industry. Currently, she remains an active board member of both InFin and CFSP, the California trade association for the industry.

Ms. Bassett holds a Bachelor of Arts degree in Mathematics from the University of Texas. She earned the certificate of public accountancy (currently inactive) and was honored with the "Top Ten Award" for her outstanding performance on the CPA examination.