

Gena Felder is the CFO and a Director of TJ Hale Company, LLC and key member of the Company's Executive Committee. Gena is responsible for the overall financial strategies and financial management functions at TJ Hale. She is responsible for accounting, treasury, budgeting and financial planning, taxation, risk management, legal and information systems. Gena is an active participant on the Investment Committee for TJ Hale's 401k plan. Gena also manages the employee benefits.

Gena is involved in all aspects of TJ Hale's operations and has designed and implemented multiple financial and operational productivity and efficiency programs across multiple functional areas. Given her 2 decades long tenure at TJ Hale, she has become the go-to resident expert on many business procedures and protocols.

Gena is an expert user on the company ERP system, Epicor. She was part of the implementation team, and now is a member of an Epicor regional user group which addresses best practices in data management and reporting.

Gena provided exceptional guidance and professionalism to the Company during the Covid-19 crisis and was instrumental in securing both PPP #1 and #2 loans as well as the Main Street Loan Program.