



Jen Hogan, CPA

Director

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Jen is a director and Fractional CFO, who brings the perspective of a seasoned CFO in the Outsourced Accounting Services practice at Saltmarsh. She brings a comprehensive perspective blending operations across accounting, advisory, and finance functions, including executive-level strategy. She partners closely with clients to translate financial data into actionable insight, strengthen financial infrastructure, and support confident decision-making around growth, profitability, and risk.

Before joining Saltmarsh, Jen was Finance and Executive Director for a nonprofit medical research and education organization. She led financial and operational strategy and implemented key accounting processes, controls, and policies.

Education

B.S.B.A. Accounting - University of West Florida

Certifications

Certified Public Accountant - Florida

Professional Affiliations

American Institute of Certified Public Accountants

Florida Institute of Certified Public Accountants

Community Affiliations

Pensacola Young Professionals - Past Treasurer, Awarded Leader of the Year

OnBikes Pensacola - Past Treasurer

Choral Society of Pensacola - Past Treasurer

FICPA West Florida Chapter - Past Chair



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