

**Jennifer J Fondrevay**  
**Founder, Chief Humanity Officer**  
**Day 1 Ready™ M&A consultancy**



Jennifer J Fondrevay is the Founder and Chief Humanity Officer of [Day1 Ready™](#), a consultancy that advises forward thinking business leaders, owners and C-Suite executives on how to prepare for and manage the people challenges of business transitions, particularly Mergers & Acquisitions.

As a Fortune 500, C-Suite Marketing Executive who led teams through three separate multibillion-dollar acquisitions, Jennifer authored the satirical survivor's handbook, *"NOW WHAT? A Survivor's Guide for Thriving Through Mergers & Acquisitions"* which became a #1 new release on Amazon. Her *NOW WHAT?* audiobook was launched in March 2021 to similar acclaim.

She shares her M&A expertise as a contributor to *Harvard Business Review*, *Fast Company, Inc.*, *Forbes* and *Thrive Global*; is a sought-after podcast guest and keynote speaker for conferences and associations; and has advised numerous small and mid-market as well as Fortune 500 companies, on how to prepare for and lead through the multiple transitions of the M&A-deal journey.