



Jamie Seyfert

Director of Business Intelligence (BI)
B3 Group, Inc.

As Director of Business Intelligence (BI) at B3 Group, Inc., Ms. Seyfert is responsible for developing and driving an enterprise data strategy as well as manage the day-to-day operations of the BI, Data & Analytics Team. With over 10 years of experience in analytics, automation, business intelligence, data governance, integrations, and application management, Ms. Seyfert is tasked with continuously improving and maturing the organization through analytics initiatives.

Ms. Seyfert was previously with Alliant Energy where she served as Senior Manager, Enterprise Analytics & Automation, focused on accelerating the organization's analytics and automation maturity, strategy, process, and project execution.

She holds a BA in Psychology and an MBA in International Business and Marketing from University of Wisconsin Oshkosh.