

Career Highlights of Jennifer Huffman
Leadership Panel Conversation:
MDP Session Five, Day Two, November 6, 2026

Jennifer Huffman, Senior Vice President, Manager of Solutions Banking
Atlantic Union Bank

. Native of Smith Mountain Lake, lives in Lynchburg and with Atlantic Union for past 13 years.

. Spearheaded program enhancements that deliver increased value to clients and drive bank revenue through innovative partnerships and marketing initiatives

. Developed CRM outreach efforts to significantly improve customer acquisition efficiency

. Active contributor to multiple communities & banking industry through various leadership roles, including:

. *Program Chair, Atlantic Union's Womens' Inclusion Network*

. *Board Chair, HumanKind*

. *Board member, Goodwill Industries of the Valleys*

. *Board member, American Heart Association, Roanoke Chapter*

. *2025 Nominee for 'Women of Impact for Southwest VA'*

. *Member, ABA's 'Women of Color Advisory Committee'*

Through her involvement with multiple executive boards, Jennifer is dedicated to fostering the next generation of leaders and making a significant impact both locally and nationally.

. *Executive Sponsor, Black Bankers Employee Resource Group*

. *Member, Emerging Bank Leaders Steering Committee, VBA*

. *Board member, VA Centers for Inclusive Communities*

. *Board member, Lynchburg Regional Business Alliance*

. *President, VBA School of Bank Management, Class of 2026*

. Recognized as a "POWER BROKER", Jennifer's influence extends beyond banking. She is a highly sought-after speaker and a thought leader in her field.

. Accolades include being named one of the

"Top 20 Under 40" by *Lynchburg Business Magazine* in 2022,

2023 Emerging Leader Award of the ABA,

"Citizens of the Year" by the Salem/Roanoke Chamber of Commerce in 2024.

. Graduate, Liberty University with major in Business Leadership

. Jennifer is a full-time pianist, mother of a heart survivor, has 4 beautiful daughters, and is married to a banker. She loves spending time with her family.

. Favorite saying: "You rent your title, but you own your character"
(Thasunda Brown Duckett, CEO of TIAA)

