



JENNIFER HURFORD

Global Consulting Partner

Ogilvy Consulting

Jennifer is a brand and business strategist dedicated to helping businesses scale through impactful storytelling and strategic go-to-market execution. Most recently, Jennifer was a Partner in Ogilvy Consulting's AI Practice, helping Fortune 500 companies craft innovative solutions at the forefront of technology and business transformation.

Prior to Ogilvy, Jennifer was one of five selected for the WPP MBA Fellowship, and completed three one-year rotations across data, technology and media agencies working with companies, governments and nonprofit organizations to transform their digital strategy.

Jennifer is a specialist in leveraging human-centered design principles to enable businesses to create delightful customer experiences and exceed financial targets. She previously worked at IDEO where she developed and pitched blockchain ventures to NASDAQ, MIT Media Lab, Citi Ventures and Fidelity.

Prior to IDEO she was a Vice President at Citigroup's Institutional Clients Group with stints in London, New York, Frankfurt and Cairo.

Jennifer graduated from Harvard Business School and the Kennedy School of Government where she was a David Rubenstein Fellow. She holds a BA in Economics from Haverford College. In her spare time, Jennifer enjoys playing amateur squash tournaments and cycling. She biked over the Alps through Germany, Austria and Italy in search of the perfect hefeweizen and chianti.

Jennifer is an active member of the community serving as Director of the Hurford Foundation, a Term Member at the Council on Foreign Relations (2018-2024), Harvard Business School Club of NY Alumni Angels mentoring startups and acting as judge for the HBS New Venture Competition..