



Jennifer Ballou

Master Sergeant, U.S. Army (Retired)
Deputy Chief of Staff, National Veterans Memorial and Museum

PROFESSIONAL EXPERIENCE

2022-Present

Deputy Chief of Staff

National Veterans Memorial and Museum

2018-2022

Founder and CEO

A Joyful Life with Jennifer, LLC

2018-2022

Lead Kids Trainer and CrossFit Level 2 Trainer

CrossFit Raeford

2015-2016

Director, Government Projects

Sharecare Inc.

U.S. ARMY EXPERIENCE

2012-2015

Senior Enlisted Advisor

U.S. Army Resilience Directorate, HQs Department of the Army

2010-2012

Installation Program Manager, Comprehensive Soldier and Family Fitness

XVIII Airborne Corps and Fort Bragg, North Carolina

1994-2010

Various roles in the U.S. Army

EDUCATION

George W. Bush Presidential Center

Scholar, Stand-To Veteran Leadership Program

Institute for Professional Excellence in Coaching

Certified Professional Life Coach

Franklin University

BA, Business Administration

EXECUTIVE PROFILE

Jennifer is originally from Mentor, Ohio and is the oldest of six children. In June of 1994, three weeks after her high school graduation, she enlisted in the United States Army as a Dental Assistant. Jennifer served for almost 21 years, retiring in May 2015.

Ballou held numerous leadership positions throughout her Army career culminating as the Senior Enlisted Advisor of the United States Army Resilience Directorate, Army G1, Pentagon. She also served as the first Comprehensive Soldier and Family Fitness Program Manager, XVIII Airborne Corps and Fort Bragg, North Carolina and as First Sergeant, 257th Dental Company (Area Support), 44th Medical Brigade, Fort Bragg, North Carolina. It was during this assignment while deployed to Afghanistan, that her husband, SSG Edwardo Loreda, was Killed in Action.

Throughout her career, Jennifer graduated from numerous military courses, to include the Master Resilience Assistant Primary Instructor Course, Basic Airborne School, Battle Staff NCO Course, Instructor Training Course and many others. Additional professional achievements include induction into the Order of Medical Military Merit, membership in the Sergeant Audie Murphy Club and 2002 Europe Regional Dental Command NCO of the Year. She also holds a Bachelor of Science degree in Business Administration.

Jennifer's awards and decorations include the Secretary of the Army Public Service Award, the Legion of Merit, Meritorious Service Medal with bronze oak leaf cluster and numerous others. She also earned the Expert Field Medical Badge.

Jennifer currently serves as the Deputy Chief of Staff for the National Veterans Memorial and Museum in Columbus, Ohio. Additionally, she is a Leadership and Wellness Coach and the Founder and CEO of A Joyful Life with Jennifer, LLC, helping Veterans to lead their lives from a place of balance and joy. "Live well to lead well" is the motto she lives by both personally and professionally. She is a 200-hour Registered Yoga Teacher, specializing in trauma sensitive, therapeutic and adaptive yoga. Jennifer is also a Warriors at Ease Assistant Faculty Member and Lead "The Resilient Warrior" facilitator.

Jennifer is the wife of Omari Ballou, Command Sergeant Major Retired, and has three children, Alexis, Eddie and Sophia.

PROFESSIONAL ASSOCIATIONS

- ★ Warriors at Ease Faculty
- ★ Sergeant Audie Murphy Club Member
- ★ Gold Star Wives of America Member