

Executive Biography



Jeffrey C. Fasoldt

Senior Vice President
Chief Financial Officer and Treasurer

With over 20 years of C-level Financial Executive experience, Jeff brings a wealth of knowledge and expertise in accounting, finance, operations, information technology, facilities, project management, human resources, treasury, legal, mergers & acquisitions, and internal control to Preferred. He advanced his knowledge and expertise in the Finance and Information Systems field through executive leadership roles across multiple industries. Jeff has extensive experience in business transformation including improving company efficiencies and service levels and creating the infrastructure required for advanced stages of company growth.

Jeff is a highly regarded and active business and community leader and has been recognized for his outstanding executive and financial work including being honored as the Rochester Financial Executive of the Year in 2011 and as the 2022 RIT Outstanding Business Leader. Jeff currently serves on the board of Campus Auxiliary Services at Geneseo and previously served on the board of Greater Rochester Habitat for Humanity and Catholic Charities of Livingston County. He is also a past President of the Rochester chapter of Financial Executives International and served as an adjunct instructor of accounting at Geneseo for 15 years.

Jeff received a BS in Accounting from SUNY Geneseo, and an MBA from the Saunders College of Business at the Rochester Institute of Technology.

His professional licenses include Certified Public Accountant (CPA), Certified Management Accountant (CMA), Chartered Global Management Accountant (CGMA), and Chartered Property Casualty Underwriter (CPCU).