



**Jeff Hensel**

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Jeff Hensel is a director in the technology consulting practice at Eide Bailly. In this role, he helps clients develop strategies to leverage technology to meet their business vision in becoming a digital organization by developing long-term strategic roadmaps, as well as short-term execution plans to accomplish those goals. Jeff has been at the forefront of helping clients with applying generative AI and other AI solutions in their organizations as this quickly evolving and growing technology has become commercially accessible. His extensive experience working in roles applying technology to solve business problems includes 23 years at Microsoft Corporation, where he held roles in building, deploying, and consulting on commercial software solutions. These experiences give him a unique perspective on current technology as well as future trends that will impact organizations.