

# CRAIN'S

## DETROIT BUSINESS

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# NOTABLE

## WOMEN IN FINANCE

They're chief financial officers, executive directors and controllers; financial planners, wealth managers and bankers. The work they do is make-or-break: They've saved their companies millions (or more), negotiated big mergers and acquisitions and charted the course to sustainability and prosperity. Meet Crain's Notable Women in Finance: In a field that is still dominated by men at the highest ranks, their leadership and influence is changing the face of the sector.

### JODIE BLAKEMORE

Executive Vice President of Administration and Corporate Controller  
Beztak Companies



“Jodie has great technical as well as practical knowledge of the financial and operational aspects of the business,” said Beztak COO Elizabeth Carlson McCririe.

As part of the new business development team, Jodie Blakemore played a key role in acquiring 125 new property management contracts that generated a 55 percent increase in revenue over the last two years.

In addition, she helped reduce overhead costs 20 percent by instituting best practices and technology that allows a single property accountant to oversee more properties and implemented electronic payments, including text to pay, for rent charges that increased efficiencies and reduced writeoffs.