



Jacob Morvay

Chief Financial Officer

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Cincinnati - 513.698.5102

Jacob serves as UB Greensfelder's Chief Financial Officer, where he is responsible for the oversight of the firm's financial operations and strategy. With 20 years of cumulative experience in accounting and finance in the professional services industry, Jacob has a wealth of experience in all aspects of law firm business planning and operations. His strategic approach to financial management has consistently led to increased employee engagement, improved operations, and sustainable firm growth.

Prior to joining UBG, Jacob led his own consulting company specializing in executive sponsorship, organizational change management, and enterprise-wide project planning with professional service firms. His previous experience also includes C-suite leadership roles with Am Law 100 and Am Law 200 firms. Jacob started his career at PricewaterhouseCoopers, where he audited large, privately-held companies.

Education

- The Ohio State University Fisher College of Business (B.S.B.A., *cum laude*, 2005)

Professional Affiliations

- The American Institute of Certified Public Accountants (AICPA)
- The Ohio Society of CPAs (OSCPA)

Community Involvement

- The Ohio State University Fisher College of Business (Fisher Alumni Undergraduate Mentor Program, 2024-present)
- Rockwern Academy (Treasurer, 2020-present; Board Member, 2018-present)
- Cincinnati Opera (Young Adult Board, Finance Committee Member, 2018-2022)
- Kilgour School PTA (Budget Chair, 2018-2020)
- Jewish Federation of Cincinnati (YAD Board Member, 2017-2019)

News & Media

April 16, 2025

UB Greensfelder Makes Key Additions to Leadership Team, Marking Significant Milestone One-Year Post-Merger

Publications & Presentations

PUBLICATIONS

- "Tips for Staying Competitive in a Client-Driven Market," *Legal Management* (February 2025)

PRESENTATIONS

- "Consulting 101: Problem-Solving in Business," Ohio State Business Scholars Program (February 2026)