

JENNIFER ZIENTZ, MS, CCC-SLP

DIRECTOR OF PROGRAMS



Jennifer Zientz, Director of Programs at Center for BrainHealth®, focuses on the translation of BrainHealth research to improve how people think, work and live. She administers performance-based assessments and facilitates training seminars that empower individuals across the lifespan to take the lead in strengthening their focus, mental efficiency, reasoning and possibility thinking.

Jennifer leads the Center's Optimal BrainHealth for Warfighters program, an initiative to introduce these essential brain health tools to SOCOM operators across all commands, as well as to military families and veterans.

For more than 20 years, she has played an instrumental role researching, developing and testing the Center's proprietary, science-backed brain health assessments and protocols to produce measurable improvements in brain fitness. The assessments form a holistic composite called the BrainHealth® Index that is taken periodically to track change. The protocols, called Strategic Memory Advanced Reasoning Tactics (SMART™), are strategy-based, high-performance brain training. Both have been delivered to military leadership, active duty special operators, veterans and their spouses, law enforcement officers, corporate executives and leadership teams, community leaders, athletes and graduate students.

Jennifer is also responsible for development and oversight of training certification programs within the Center for BrainHealth.