



## Professional memberships

Chartered Professional Accountants of Ontario

The Traffic Injury Research Foundation (TIRF) mission is to be the knowledge source for safe road users and a world leader in research, program and policy development, evaluation, and knowledge transfer. TIRF is a registered charity and depends on grants, awards, and donations to provide services for the public.

Visit [www.tirf.ca](http://www.tirf.ca)

Ana Gonzalez, CPA, is the Director, Finance for the Traffic Injury Research Foundation (TIRF), a charitable, independent road safety research institute. TIRF is a world leader in research, safety programs, and policy development. As a strategic financial planner, she specializes in budgeting, fund management, and optimizing operational efficiency. With over a decade of experience in nonprofit and private sectors, Ana drives financial sustainability and fosters strategic growth.

## Career and research highlights:

- > Financial leadership: Led financial reporting, budgeting, and KPIs to support strategic decision-making.
- > Fund & investment management: Managed grant payments and investment portfolios in line with policies.
- > Compliance & efficiency: Oversaw financial reporting for international projects, ensuring funding compliance and optimizing resource allocation.
- > Private sector experience: Over four years in the Construction sector and 3 years in the Information Technology sector, improving financial oversight and processes.

## Academic highlights:

- > Chartered Professional Accountant (CPA), Ontario.
- > Bachelor's Degree in Public Accounting, Pedagogical and Technological University of Colombia.

Fluent in English and Spanish, with a working knowledge of French, Ana engages effectively with diverse stakeholders. Her expertise and strategic mindset contribute to TIRF's mission of advancing road safety through research and policy development.