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New Financial Officer Katrina (Trina) Keller to lead Slipstream with a sustainable financial strategy

Experienced accounting leader joins Slipstream executive leadership team to manage financial strategy and risks

MADISON, WI – Slipstream Group, Inc., a national nonprofit organization dedicated to accelerating climate solutions for all, announced today that Katrina (Trina) Keller, CPA has joined the executive leadership team as the firm's Financial Officer. Trina will work closely with leadership to establish direction that ensures the financial health of the organization and regularly assesses the sustainability of Slipstream's revenue model.

Trina arrives at Slipstream with a depth of experience in implementing successful and sustainable financial strategies. Along with her skills in finance and accounting, Trina has an innate sense for strategy that will strengthen Slipstream's ability to recognize growth opportunities and anticipate risks.

"I am so thrilled to have this opportunity to bring my 30-plus years of experience in financial management and leadership to an organization that is dedicated to finding solutions for climate change," said Keller. "Slipstream is bringing real world, tangible solutions to help lead the transition to a more just and sustainable world—super exciting!"

Trina developed a passion for sustainability while working in the natural and organic products industry in the late 1990s. She participated in the first cohort of a "Green MBA" program in Northern California, where she graduated with a master's degree in environmental entrepreneurship.

Trina lives in Stoughton, WI with her husband Mark and their fur baby Lucy. She enjoys gardening, baking, golf, and crafting. She also volunteers as Vice Chair of the Board of Wisconsin Public Radio Association.

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About Slipstream

[Slipstream](#) discovers, tests, and scales climate solutions in buildings and communities. The 501(c)3 non-profit organization is headquartered in Madison, Wisconsin with offices in Chicago and staff across the U.S. Slipstream's solutions include high-performance buildings, inclusive energy financing, and education and workforce development. Slipstream's [most recent Impact Report can be found here](#).