



## Nicole Salazar

Director

PFM Financial Advisors LLC

Nicole Salazar is a director in PFM Financial Advisory LLC's Higher Education and Healthcare Practice. She is a results-driven finance leader with over 12 years of experience leading and optimizing financial operations within higher education.

Nicole comes to PFM from a unique work/life experience in Antarctica, showcasing her adaptability and problem-solving skills in challenging environments. Prior to that, Nicole cultivated her higher education experience at the University of Arizona. At the University of Arizona, Nicole led all central finance services, with a staff of up to 210 professionals, and was responsible for various areas of central supporting including Accounts Payable, Compliance – both fiscal and operational, Financial Management, Rate Studies, Payroll, Tax Services, Bursar, Purchasing, Contracting, Surplus Property, and Records Management. Before joining the University of Arizona, Nicole provided client services in the audit and assurance field.

As a thought leader in higher education, she has been a speaker at industry conferences, participating as a Governmental Accounting Standards Board (GASB) financial reviewer. She was a Board Member for the Western Association of College and University Business Officers (WACUBO) and for many years served on various committees, from Programs to Data. She holds both a bachelor's and a master's degree from Northern Arizona University and an additional master's degree from the University of New Mexico.



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### Specialties

Healthcare, Higher Education

Financial Advisory

**Started with PFM:** 2025