

# OUR MISSION

Ferndon Consulting was founded in 2023 to bring extensive experience, skills, and education honed both overseas and domestically to support U.S. operations' lifestyle risk management through fusion intelligence scaled to capacity. Our team of highly skilled experts uses niche intelligence and leadership skills to increase long term cross-functional resilience.

# CONTACT

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## Company Data:

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Certified: EDWOSB

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NAICS: 541990

541618

541690

541990

611430

611699

611710



# FERNDON CONSULTING LLC

FUSION INTELLIGENCE THAT IS USEABLE AND UNDERSTANDABLE

## Core Competencies:

- Risk mitigation solutions by optimizing risk management frameworks and supporting grounded leadership development
- Specialized expertise delivered through training, mentorship, and direct support – especially focused on lifestyle risk management
- Process enhancement through multiple intelligence disciplines
- Specialized skills supporting: Critical Infrastructure, Energy Sector, Law Enforcement, Special Forces, Conventional Military, Industry, Emergency Management/Response, and Financial Services
- Result-driven solutions delivered by a dedicated team with over 200 years combined specialized experience

## Past Performances/Corporate Capabilities:

- C-suite and executive level challenge and advice on strategy and operations for Bankwest, a division of The Commonwealth Bank of Australia, with over a million customers and \$100 billion in assets, including input and oversight of major strategic initiatives such as: the Agile transformation of a full service, branch-based, business and retail bank to a digital-only retail challenger bank leveraging AI to serve customers more effectively and efficiently; and a comprehensive upgrade of risk management frameworks (credit risk, operational risk, financial crime compliance, regulatory compliance).
- ICS/OT threat hunting and direct support to risk management planning in support of Energy Sector Defenses through Dragos
- Threat projections for New York State Critical Infrastructure, inclusive of: mapping flood zones in conjunction with potential nuclear blast radii, aiding risk management strategy development with first responders, and providing counter-terrorism risk mitigation support through the New York National Guard and FEMA

## Key Leadership:

- John Hart, MBA: Over 30 years of experience in risk management, global outsourcing, and leadership development in both digital and physical financial industry around the world
- Dr. Thomas Winston: Over 30 years of experience in IT and ICS/OT threat environments with special emphasis on supporting strategic risk management strategies through technical and cyber intelligence in the energy sector and critical infrastructure
- Prof. Suzanne Lynch: Over 30 years of experience in risk analysis, fraud control implementation, and investigations within the financial industry
- Dr. Dawn Hersey, Owner/CEO: Over 20 years enabling effective intelligence to decision making in high risk and threat environments around the world with special emphasis on security to critical infrastructure and international operations

## Differentiator:

In an ever shrinking world, risk increasingly includes that which we struggle to predict: international experience in emergency management, threat assessments, critical infrastructure and energy development, and even risk management enhance our breadth of perspective. We bring this breadth to your risk management needs in tandem with a passion for mentorship and leadership development. We prioritize you and your mission rather than just checked boxes.