

Amy Lynn Freeman  
<https://amylynnfreeman.com>

## **Enterprise Architecture, Security, and Technology Leadership Experience (1995–2008)**

### **Summary:**

- Business Technology Manager with fifteen years experience at multinational firms.
- Recently on Visa assignment, provided research and analysis for the **development of Visa Inc. Global Information Security Strategy & Global Identity and Access Management Strategy** for 2008 – 2010
- **For Wells Fargo:** Deployed new functionality providing in-bound ACH transfers for **Consumer Credit Group** base of 1.2 million customers
- **For HSBC:** Delivery Manager for systems projects required by **Compliance, including Basel II, Sarbanes-Oxley, AML Compliance, VISA Customer Information Security Program** and biyearly **Mastercard/VISA Compliance Releases, approximately \$5M annually.**
- Experience with **regulatory requirements for financial services industry, including Sarbanes-Oxley, Basel II, FACT Act, AML Compliance, OFAC Compliance and VISA Customer Information Security Program (CISP).**
- Key areas of expertise include **Risk Management, Information Security, Identity Management, Systems Development and Delivery, Project Management, Enterprise Architecture, Technology Infrastructure and Organizational Development.**
- Experience in technology sales, including proposal development and presentation to Executive Management.
- Experience with Internet technology and business models, SOA, iterative development methods (RUP) and scalable technology infrastructures.

### **Education**

MBA from Columbia University  
Bachelors of Science in Philosophy of Science from SUNY  
Diploma in Computer Technology from New York University

### **Areas of Specialty:**

- **Consumer financial services, including online banking and credit card operations**
- **Business process harmonization and integration**
- Transaction processing, account management, fraud, risk and marketing functions
- Physical, procedural, geographical, business information, data, customer information, identity management and network security
- Business continuity, disaster recovery, personnel security
- Industry, trade, regulatory, legal, financial and operational risk requirements, methods, processes and procedures
- Technology process and infrastructure design, delivery and management
- Functional areas of expertise include:
  - **Technology and business architecture, strategy and planning**
  - **Technology and business process definition, design, implementation and management**
  - **Project definition and re-definition, including analysis of current roadblocks and restatement of goals and objectives based on identified challenges and risks**
  - Project planning, including assessment & prioritization of opportunities, risks & dependencies
  - Project team evaluation and mentoring
  - Project leadership evaluation and coaching
  - Project infrastructure development and training, including project management tools, processes, methods and procedures

Past Projects include:

- **Information Security Architecture and Strategy**
- **Identity and Access Management Architecture and Strategy**
- Internet Banking and Online Transactions
- Business Application Design, Development, Implementation and Management



- Deployed new functionality providing in-bound ACH transfers for **Consumer Credit Group** base of 1.2 million customers
- Managed team of over fifty members through the Construction and Transition phases of project, including design and implementation of new test coordination processes across multiple enterprise technology and business groups

**Symphone Inc.**  
**Principal Consultant**

**2005 - 2006**

Responsibilities:

- Founder of start-up customer-owned personal information management company
- Conducted research on models and methods for managing customer information
- Developed Internet-based technology architecture to enable personal knowledge sharing
- Developed business development strategies aimed at target industry sectors

**HSBC, North American Credit Card Services**  
**Manager Business Systems**

**2002 - 2005**

Responsibilities:

- Release Manager for \$12M quarterly software release, including management of 20 systems project managers and development team of 300.
- Delivery Manager for systems projects required by **Compliance, including Basel II, Sarbanes-Oxley, AML Compliance, VISA Customer Information Security Program and biyearly Mastercard/VISA Compliance Releases, approximately \$5M annually.**
- Delivery Manager for all projects for the CFO and Legal departments, including all state and federal regulatory requirements (FACT Act) and projects required to address threatened litigation as it pertains to Credit Card Services.
- Relationship manager to home-office technology teams supporting systems infrastructure projects, including operation systems and database platform upgrades.
- Technology architect for enterprise initiative to implement a SYSPLEX environment to create full redundancy and fail-over capabilities at all technology infrastructure layers for our transaction authorizations platform (COBOL, CICS, MQ, Networks).

**ePierce Solutions, Inc.**  
**Director of Business Development**

**2000 - 2002**

Responsibilities:

- **Program Manager** for engagement advising internal architecture team on developing an **Application Architecture and Blueprint for Retail Division at JPMorganChase**
- Responsible for development of start-up Internet Services company business plan, marketing strategy and marketing plan, including production of marketing collateral.
- Responsible for managing business partner relationships.
- Engagement Manager in **Assessment Engagement for improvement of Program Office capabilities and Business Alignment at American Express International Bank.**
- Engagement included skills assessment of Project Management staff as well as enhancing the group's use of the ABT Project Management toolset.

**Ernst and Young, LLP**  
**Associate Director**

**1995 - 2000**

Responsibilities:

- Founder of **Project Management Competency Department** supervising **45 project managers.**
- **Designed, gained funding for and managed program** to implement Rational Unified Process as methodology for Internet projects.
- Chair of International Internet Application Architecture Working Group tasked with defining the appropriate technology strategy for leveraging the Internet for business applications, including the selection of tool standards such as Web-Sphere and Java for new development.

**Ernst and Young, LLP**

**1997 - 1998**

## **Senior Technology Consultant**

### Responsibilities:

- Project Manager and Technical Architect for Ernst and Young International responsible for the design and development of a Lotus Notes team-collaboration system for international engagements used by over 20,000 E&Y personnel internationally.
- Application was named most significant new business application by Ernst and Young International Chief Knowledge Officer.
- Founder and Chair of committee for Application Development Standards responsible for defining and implementing standard enterprise applications, tools and methodologies.
- Reduced the Total Cost of Ownership of systems portfolio by 20% over five years, for an estimated cost savings of \$5M.

## **Ernst & Young, LLP Senior Systems Analyst**

**1995**

### Responsibilities:

- Systems Analyst and Project Manager for a team of architects and programmers responsible for building an enterprise Sales Force Automation used over 5,000 members of Firms national Tax and Audit departments.
- System enabled reduction in average sales cycle of 10% during the first year due to increased management oversight and associated increase of \$3M in closed sales.