



careers@sedaa.net

Rhonda L. Frith-Lyons, M.Ed., MBA

Strategic and Operations Executive and Entrepreneurial Leader with a history of success in driving growth and improving operational performance across diverse organizations from start-up companies to the Fortune 50. **Innovative problem solver and business partner**; expert at cultivating relationships with senior leadership as a trusted advisor. **Accomplished program/project manager** with demonstrated success at spearheading process improvement initiatives in alignment with corporate objectives. **Insightful consultant and change advocate** skilled in the identification and analysis of diverse client issues and business models with proven ability to design and deliver innovative solutions to achieve superior results; generated over **\$300 million in cost savings** throughout a successful career.

Areas of Expertise Include

Strategic & Business Planning □ **Revenue Enhancements** □ **Full-Cycle Program Management**
Enterprise Risk Management □ **Business Process Management**
Talent Management □ **Performance Improvement** □ **Succession Planning** □ **Team Building**
□ **Leadership & Workforce Development** □ **Six Sigma / Lean** □ **Total Quality Management**
Business & IT Transformation □ **Change Management**

Industries

Business Services □ **Financial Services/Banking** □ **Education**
Film & Entertainment □ **Manufacturing / Industrial**
Design & Construction □ **Oil & Gas** □ **Information Technology** □ **Government / Institutional**
Non-Profit □ **Venture Capital / Private Equity** □ **Mergers & Acquisitions**

— PROFESSIONAL EXPERIENCE —

TBK & Associates, LLC

Walnut Creek, CA and Charlotte, NC

07/1995 – Present

Owner, Managing Principal

Leverage extensive **Strategic Management and Planning, Human Capital Management and Business Optimization** expertise in launch of business advisory and management consulting services firm. Maximize client's existing processes, tools and structure in the **delivery of customized solutions** to bolster brand, reputation, organizational capability and service delivery. **Advise diverse client base from small business owners to C-Level leadership** in a variety of industries from business and financial services, education and entertainment to venture capital and private equity, manufacturing and information technology, among others.

Estimated Business Valuation: \$1mm

Project Client: Manchester Sky, LLC – Charlotte, NC

Serving as a **Strategic Planning Consultant and Business Advisor** to orchestrate the development of their Business Plan, Marketing and Product Development Strategy & Roadmap, as well as Operational and Resource plans. Currently leading **capital fund raising** efforts valued at **\$20 million**.

Project Client: Inner City Advisors – Oakland, CA

Serve as a **Pro Bono Consultant and Business Advisor** working with the ICA Program Management Office. Wrote a series of case studies featuring selected Portfolio companies: [The Blue Bottle Coffee Company](#); [Numi Organic Teas](#); [Artisana](#); [Revolution Foods](#).

Project Client: Bank of the West – San Ramon, CA

Served as a **Regulatory Compliance Project Manager** (through Signature Consultants) for a series of both strategic and regulatory compliance initiatives within the Regional Banking Group (Deposits and Lending for Consumers and



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Small Businesses). In addition, provided process excellence and program/project management advisory services to the Regional Banking Group's PMO (utilizing PMI, Lean and Six Sigma Methodologies).

Regulatory Focus: *Dodd-Frank (Adverse Action); FCRA; Regulation Q Repeal; GLBA; Privacy; Authentication; Operational Risk; and Internet Banking.*

Project Client: Chevron Corporation – San Ramon, CA

Served as **Senior Project Manager, Business & IT Transformation, Change Management and Communications Lead** for 8 strategic initiatives over a span of 4-years --- on behalf of Resources Global Professionals. Provided key consulting services in several areas, including, but not limited to: *Business & IT Transformation & Change Management, Business Process Management, Organizational Capability & Design, and Program/Project Management (Business & IT).* **Enabling Technologies:** ORACLE, SAP, ARIBA, Microsoft, and JDE.
Estimated Cost Savings (across 8 initiatives): \$20 million

Other TBK & Associates Clients Include (Partial List)

American Koyo Corporation □ AT&T □ Bank of America (formerly NationsBank) □ BASF □ Carolina Health Connection □ CCN America □ Cooper Tools □ Goodwill Publishing □ Intercede □ Kidde Safety □ OTTO Industries □ Over and Above Kids □ ProVox □ Rexam Custom □ Sealand Maersck □ Siemens Westinghouse □ Tampa Armature Works □ Targacept, Inc. □ TIMCO □ TurboCare □ US Mint □ Wachovia (formerly First Union)

HSBC

09/2005 – 08/2006

Card Services Division – Salinas, CA

Card Services Division: Senior Manager, Enterprise Risk Management – Technology

Led a team of five employees in the oversight and management of various programs in support of Card Services division, including Project Management/Change Control, Information Security, Business Continuity, Data Center Recovery and Disaster Recovery, and Vendor Management.

Technology

Managed 5 FTEs - responsible for the oversight and management of the following programs and activities supporting Card Services, utilizing a risk-based approach for risk review and remediation.

- Initiated process improvements in project management and change control environments, stopping **\$8 million in loss events**; collaborated with PMO, Project Leads and Business Partner in cross-functional team environment.
- Reduced loss events by over **\$750,000 annually** by systemizing late releases through process improvement efforts.
- Deployed Late Project Risk Assessment tool to improve project deployments; eliminated over **\$500,000 in annual expenses** through improved testing, incident investigation and resolution management procedures.

Vendor Management

Managed a team of 4 sourcing specialists to support and oversee the Card Services' lines of business outsourcing activities (domestically and internationally).

- **Designed and deployed the Outsource Management Program and Governance Framework** to support Card Services' outsourcing strategy, utilizing six sigma methodologies. Also, established a strong collaboration and partnership with Corporate Purchasing to ensure compliance with corporate vendor management policy and procedures.



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Bank of America

03/2000 – 09/2005

Corporate Headquarters - Charlotte, NC

Vice President, Senior Compliance Manager – Corporate Risk: Global Technology

Oversaw all domestic and international compliance risk related issues --- Ex: *Sarbanes-Oxley, GLBA, Basel II, HIPPA, Corporate Governance, Process Excellence, etc.* --- for Global Technology organization as Technology Compliance Risk Manager and Subject Matter Expert. Conceptualized and implemented Technology Compliance Risk Governance Program & Framework (DFSS Project) to reduce penalties, settlements and fines.

• **Successfully completed Six Sigma Certification / Education**

- Black Belt Candidate (BB)
- Certified Design for Six Sigma (DFSS)
- Certified Green Belt (GB)

• **Generated additional \$1 million in revenue** through the launch of 3 major full-lifecycle deployment projects in the Consumer/Commercial Banking and Small Business Banking lines of business.

▪ **Achieved cost savings of \$64 million** through the design and deployment of the Technology Compliance Risk Governance Framework (DFSS/GB initiative) to support the Chief Technology Officer (CTO) and Chief Information Officers (CIOs).

Other Positions Held: *VP, Senior Compliance Manager – Technology: Operational Risk; VP, Senior Compliance Manager – Corporate Risk: Consumer and Commercial Banking; VP, Senior Project Manager / Team Lead – T&O eCommerce Small Business Portal; and VP, Senior Project Manager / Team Lead – T&O Online Banking Production Support.*

Relevant Professional Accomplishments:

Business Developer and Quality Manager (05/1994 – 07/1995) with McDevitt Street Bovis, Inc. (Columbia, SC)

Achieved superior results in marketing, sales and new business development for South Carolina Division; **generated \$100 million in construction contracts** within the educational industry and over **\$50 million in industrial contracts**.

Other previous role included **Managing Principal / Owner (08/1982 – 05/1994)** with **RLF Designs** (*Washington, DC; Rochester, NY and Columbia, SC*). **Estimated Business Valuation: \$1mm**

— PROFESSIONAL EDUCATION & CERTIFICATIONS —

Master of Business Administration (MBA)

Queens University of Charlotte, Charlotte, North Carolina

Master of Education – Educational Administration (M.Ed.)

University of South Carolina, Columbia, South Carolina

Bachelor of Architecture (B of Arch)

Virginia Polytechnic Institute & State University, Blacksburg, Virginia

Design for Six Sigma (DFSS) Green Belt; DFSS/GB Champion and Process Excellence; Total Quality Management (TQM) Trainer & Facilitator and Project Quality Planning; BLI Leadership Assessor