|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | |  | | --- | | Global Product Development Marquee | | Team, the Global People Survey showed we need to increase global communication. You’ll see a renewed effort starting now. People are the foundation of our team, so I wanted to start by sharing that we have three strong new global leaders, and to say goodbye to someone who has contributed greatly to Experian Marketing Services.  **Alexander Lucero**  Alex Lucero joins us as Head of Global Operations and Quality, based in New York City. He reports to me. Alex’s new team will drive precise functional and non-functional development and ensure non-stop operations stability.  Global Operations and Quality will accelerate roadmap delivery pace by reducing QA time through automated regression and performance testing, ensuring non-functional requirements are met upfront, driving feedback loops with development teams to fix root causes behind operational incidents, and ensuring bulletproof scalability and security across our platform.  Alex’s team will focus initially on CheetahMail in US, Germany, and France; Conversen-our new acquisition providing campaign lifecycle management; and Nimbus, which is an innovative new Hadoop-based data management platform built by our DQM team in Schaumburg.  The following employees and their teams will report to Alex:   * Daniel Rhody – Infrastructure and Engineering * Sean Mack – NY Application Operations and Help Desk * Alyssa Nahatis – Deliverability * Larry Cohen - Chief Testing Strategist / Global Head of QA for EMS * Vahe Koestline – CA Application Operations * Ken Rothstein – QA Manager   Alex joins from Citigroup Global Equities, where he led global operations and QA for a complex and operations-intensive global trading business.  At Citigroup, he implemented a strategy that globalized application support and quality assurance, while optimizing low-cost and near-shore resources to increase coverage. He holds a BA and BS in Computer Sciences and Mathematics from Rutgers.  **Dave Lakshmanan**  I am pleased to announce that Dave Lakshmanan joins us as Chief Architect for GPD. Dave is also based at New York City and reports to me. Dave’s team will guide the design of a unifying architecture to bring together our capabilities and assets into an integrated platform; manage the development and guide adoption of shared services and components; manage a User Experience (UX) Team that will leverage elegant design for business results and accelerate pace through global templates and tools; and lead our engineering pride and innovation efforts such as Hack Day.  Dave joins us from Bloomberg Financial Markets. Most recently, Dave was Head of Operations Management for Business Process Outsourcing (BPO). In his twelve years with Bloomberg, he was also Head of Operations, and Chief Technology Officer for Global Data Operations, and the Architect for the Market Data Distribution Platform.  Previously, Dave was a Senior IT Architect at IBM Global Services. Dave holds a software patent on a messaging middleware.  **Salar Ghahary**  Salar Ghahary joins us to lead the global User Experience (UX) team, based in New York City. UX is part of the Architecture team; Salar will report to Dave Lakshmanan. Salar’s UX Team will drive financial performance through elegant design; we will wield design as a competitive weapon.  Salar joins us from Boomerang Pharmaceutical Communications, where he led creative development for clients and managed a diverse creative department. He designed social media campaigns as part of integrated global campaigns and created web and mobile applications to support digital strategy. Earlier, he was Vice President, User Experience and Design at Barclays Capital designing easily used self-service analytics applications that brought together assets across a range of acquired businesses.  He earned a Bachelor of Fine Arts at the College of New Jersey, with a major in Graphic Design and a concentration in Computer Graphics.  Salar’s will strengthen our accelerate/integrate/innovate strategy to transform GPD:   * **Accelerate**:  By implementing mockup-driven prototyping as part of agile practices; and by reducing time to develop front ends through templates and tools. * **Integrate**:  By providing a design enabling global navigation and look and feel across applications and client workflows. * **Innovate**:  By differentiating EMS products through design excellence and ease of use.     **Gavin Appel**  Gavin has decided after a long and successful career at Experian to spend time with his young family and pursue the next stage of his career.  Gavin will continue with his responsibilities until June 30, 2012.  Gavin has contributed much. Based in Melbourne, he has been with Hitwise and Experian for 12 years.  He was the second employee at Hitwise.  As CTO, he managed Product Development, QA and Product Management.  Gavin then transitioned into the Experian MS GPD leadership team to build our Global Development Center strategy.  He led forming our Kuala Lumpur team with growth from zero employees to over 180 in two years and building products for five business units.  More recently, he developed the Innovation program for MS GPD, resulting the Hackday today across eight cities, with over 35% of MS GPD participating.  As a result of Gavin’s departure, Greg Whalen will report to Paul Watts leading the KL GDC; Andy Went will report to Carlos Medina for KL GDC operations; and Engineering Pride initiatives will be led by Dave Lakshmanan.  Jeremy Lehman | | | |  |  | | --- | --- | |  | © Experian 2012. All rights reserved | | |

http://e.experian-ems.com/a/hBPaO2DB8XEGmB8XENbAAAAAA1P/spacer.gif