

Lisa Wolkenfeld

Long Island, NY

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Senior Leader – Data and Analytics

Seasoned financial services leader excelling in product development, product management and data science/analytics management. Skilled in cross-functional collaboration and translating complex concepts into actionable insights. Experienced in consumer financial data collection, governance, and data minimization principles.

Core Competencies

Problem Solving | Client Engagement | Team Leadership and Coaching | Fraud and Credit Risk Analytics Management | Product Development | Vendor Management | Stakeholder Collaboration

Professional Experience

[Innovis](#) - Columbus, OH (Remote)

11/2005-12/2023

Director of Analytics and Product Development

Innovis is a consumer credit reporting agency that serves the financial services industry primarily through data driven solutions to prevent fraud, authenticate consumers and drive operational efficiencies.

Data Governance

- Member of senior Data Governance council responsible for establishing and enforcing Data Governance policy, identifying data minimization opportunities, and carrying out analytics to support those opportunities.
- Model Governance: Established a clear and standardized approach to model development, validation and monitoring, ensuring transparency, compliance with model risk management standards, and compliance with FCRA, Fair Lending, GLBA and Privacy requirements.

Client Engagement

- Client Interaction: Collaborated with senior stakeholders and clients to identify client business challenges and objectives.
- Advisory: Provided guidance to clients on tailored solutions and worked together to strategize testing methodologies.
- Analytics Expertise: Fostered robust client relationships, ensuring satisfaction and uncovering avenues for enhanced engagement.

Product Design and Delivery

- Designed and oversaw analysis of large and complex datasets to develop insights, ideas and use cases for analytic solutions.
- Analytic solutions included ML and logistic regression-based predictive models, decision trees, dashboards and reports.

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- Collaborated with cross-functional teams (Sales, IT, Operations, Legal, Compliance, Privacy) to align solutions with business objectives with strict adherence to regulatory requirements.
- Conceptualized IT needs and provided business requirements for affected IT applications.
- Project-managed solutions builds, validation, peer review, third party review, and documentation.
- Ensured adherence to product-development-lifecycle requirements and timely and accurate deployment of solutions.
- Worked cross-functionally to create GTM strategies and marketing materials.
- Provided regular progress updates to executive leadership.

Leadership and Coaching

- Built the Analytics and Data Science team from the ground-up while growing, integrating and adjusting the functionality as business needs changed.
- Recruited, managed and mentored team responsible for client product testing, client insights, product development, product enhancements, and strategic research.
- Led the design and implementation of a retrospective testing framework that could be tailored to each client, ensuring the thorough evaluation of solution effectiveness.
- Delivered actionable insights that strengthened client confidence and satisfaction.
- Selected and integrated technical tools including SQL, Anaconda Enterprise, Python, R, and Tableau.
- Elevated the organization's analytical capabilities while fostering a data-driven culture.

Vendor Management

- Initiated, orchestrated, and managed end-to-end processes for sourcing, securing approval, and overseeing consultants and vendors for various projects focusing on external reviews of predictive models for accuracy and machine learning interpretability.

Additional Experience

Mastercard Worldwide-Purchase NY
Marketing Consultant

JPMorgan Chase – New York, NY
VP, Credit Risk, Chase Card Services
VP Marketing Acquisitions, Chase Card Services

Citi Cards – Long Island City, NY
VP, Marketing Acquisitions
VP, Business Planning and Analysis

Education

Columbia University

Columbia Business School

MBA, Finance