

# KASASA®

## EXECUTIVE BIOS



### **Vennesa Van Ameyde, Chief Operations Officer**

Vennesa Van Ameyde directs the daily operations of Kasasa®, a financial technology company that helps community financial institutions attract, engage, and retain profitable consumers. She is responsible for organizing and cascading the company's primary objectives down to every employee.

In her role as Chief Operations Officer, she leads the implementation, client support, technical operations, client and internal creative services, internal applications, business process management, and human resource departments. Leveraging continuous lean, Six Sigma, and agile practices, she creates efficient ways to scale the business as a whole.

Until 2016, Vennesa served as the Executive Vice President of Operations where she led all customer operations, including product implementation, technical support, and creative services.

As Vice President of Interactive Marketing from 2011 to 2013, Vennesa defined the long-term objectives and strategic direction of the company's interactive marketing and creative initiatives. She first joined the company in 2008 as Production Director of FIRST ROI, a sister company that was acquired in 2011.

She currently serves with Vanderbilt Commodore Recruitment Programs (CoRPs), attending college fairs, conducting interviews, and recruiting students for her alma mater. Vennesa has coached recreational soccer for more than six years and enjoys developing tomorrow's leaders.

She holds an MA in Diplomacy from Norwich University and a BS in Political Science and Anthropology from Vanderbilt University. Vennesa received Lean Six Sigma training from the University of Michigan College of Engineering and studied Theory of Constraints for Operations at The Goldratt Institute.