

# EMS Consulting Welcomes Lisa Nicholas as Chief Business Architect & Strategist

Lisa Nicholas has been named Chief Business Architect & Strategist for EMS's Financial Services Segment of their Salesforce Practice.

Lisa brings a breath of knowledge in banking and credit unions and has designed and architected multiple digital transformation engagements for over 20 years. Lisa is already innovating for EMS with the launch of the Virtual Branch Solution which will help banks and credit unions virtually connect to their customers 24 x 7 leveraging channels like chat, online scheduling, and text. Our Virtual Branch solution is defining a shift in architecture on the Salesforce platform to support banks and credit unions in a quickly evolving banking environment.

With decades of marketing experience in banking and high tech, she will lead our go to market strategies in financial services. She will provide direction and business expertise to our solution architects, engineers, and consultants.

Lisa will act as our banking industry evangelist who will drive customer engagement for our banks and credit unions. Lisa will leverage her industry knowledge and experience to build products like our virtual branch solution and programs for indirect dealer management, and quick start pre-approvals.

Lisa's extensive executive-level network across the financial services industries and deep partnerships with system Integrators and ISVs combined with the power of the EMS brand will propel digital transformation for financial services.

The Chief Business Architect & Strategist will assist both EMS and the Salesforce ecosystem by bringing pre-configured banking solutions and services to market in the Salesforce AppExchange and other financial services markets like Ellie Mae and Jack Henry. This will allow EMS to extend our out-of-the-box applications helping banks and credit unions enhance their digital offerings now and in the future.

Lisa earned her Bachelor of Arts in Public Relations. She has an M.B.A. in Marketing from St. Edward's University in Austin, Texas. Lisa is an expert speaking at events like Dreamforce, Connections, CUES, Cornerstone Credit Union League, and more. Lisa has won numerous awards such as Nucleus Research ROI Award, CUNA Marketer of the Year, IABC Communicator of the Year, and numerous awards for advertising and marketing. Her work and been featured in several publications like Salesforce Podcasts, DMN, CUES, CU Broadcast. She also serves her community by volunteering for National Charity League and Texas Humane Heroes.

Please join me in welcoming Lisa Nicholas, a long-awaited industry expert that will allow EMS to offer innovative solutions to our current and future financial services customers.