



Tracy de Swiet
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WORLDWIDE WORK EXPERIENCE

TdS Advisory, LLC, Los Altos, California *2010 to 2012, 2014 to 2020, and 2021 to Present*
Principal – Communications, eLearning, and Compliance Consultant

- Collaborating with multinational clients and SMEs on communication design, eLearning, training, video creation, compliance process development, and project management. Supporting HR, total rewards, stock, tax, and legal.
- Distilling complex concepts into clear and engaging content. Supporting content management and success measurement for education programs, enhancing user experience and optimizing learning outcomes.
- Educating clients on equity compensation and financial benefits risk. Defining practical internal tax, legal, and payroll-related compliance processes covering over 100 countries, integrating learning and development principles.

Amazon.com, Los Altos, California *2020 to 2021*
Communications Manager – Global Equity, 401(k), and Pensions

- Reporting remotely to HR at Amazon’s Seattle headquarters, designed, edited, and delivered communications and educational content to over a million corporate and fulfillment center employees worldwide.
- Drove understanding of complex compensation and financial benefits, leveraging UX design principles.
- Worked closely with US and global cross-functional stakeholders to define key business needs and strategy.
- Coordinated projects with third-party vendors to design, script, publish, and distribute online and print communications.

Cisco Systems, Inc., San Jose, California *2012 to 2014*
Program Manager, International Compliance Team Lead - Global Stock Plan Services

- Developed and edited learning content to explain country-specific stock program changes, and complex compensation, tax, and legal concepts, for international employee population of over 75,000.
- Managed communications, queries, and HR cases for expatriate/mobile employee population of over 4,000.
- Created trainings for global payrolls and related business teams. Trained HR call center staff on responses to queries.
- Coordinated information sharing amongst non-US jurisdictions and stock administration, legal, compensation, payroll, M&A, and business process teams. Managed EYSMS global income allocation program and vendor services.

Stock & Option Solutions, San Jose, California *2007 to 2010*
Senior Consultant - Strategic Solutions

- Designed and delivered educational seminars (web-based and live) and created written communications (pamphlets, online content, FAQs, and presentations) to promote employee understanding of equity compensation programs.
- Wrote and edited client engagement letters for strategic solutions and sales teams.
- Trained client teams, across all levels of management, on global compliance practices.
- Presented on equity plan management and the firm’s services at industry conferences, including in Paris, France.

Ernst & Young LLP, San Jose, California *2001 to 2007*
Tax Manager - Human Capital / Performance & Reward

- Created employee communications, FAQs, prospectus supplements, and process maps to assist clients in managing equity compensation plans internationally.
- Advised multinational clients on tax compliance requirements related to stock options, RSUs, ESPPs, and other equity and deferred compensation programs in over 100 global jurisdictions.

- Drafted and updated web-based tax reports related to the offer of various equity vehicles in over 70 countries.
- Conducted due diligence analyses and recommended strategies to help clients achieve optimal tax treatment, and ensure regulatory compliance for global equity compensation programs. Performed review of clients' processes, and recommended process improvements to improve operational efficiency.

Credit Suisse First Boston, London, UK, and San Francisco, California

1998 to 2000

Client Service Associate - International Equity Settlements

- Communicated legal and procedural information from international custody agents to settlements team, enhancing department's market knowledge.
- Streamlined US client trade processing. Created new reports to ensure receipt of US client instructions and timely settlement of equity trades.
- Managed timely settlement of equity transactions in French, Dutch, Austrian, Belgian, Swedish, Danish, Finnish, and Norwegian markets, through written and oral communication with affiliated agents and brokers.
- Assisted in set-up and expansion of the company's new European equities trade business.

Brokerages and HR consultancy firms, Moscow, Russia

1992 to 1998

Various educational, client service, and consulting roles

- Created HR database manuals, client newsletters, settlements process documentation, and business reports.



Bachelor of Arts, International Politics and Economics, Middlebury College, Vermont

Associate of Arts, Graphic & Interactive Design, Foothill College, California

- Digital Imaging Software I (Adobe Photoshop). Vector Illustration (Adobe Illustrator, InDesign). Graphic Design Studio I, II & III (Adobe Illustrator, InDesign, Photoshop, Edge Animate). UI and UX Design (Adobe XD). Website Design I & II (WordPress, Adobe Muse, basics of HTML5/CSS3). Illustration & Digital Imaging (Adobe Illustrator, Photoshop). Cartooning. Motion Graphics (Adobe After Effects, Photoshop, Flash). Portfolio. History of Graphic Design. Typography. Drawing. Graphic Design Drawing. Intro to Photography

Instructional Design & Accessibility, Foothill College, California

- Courses completed toward certificate: Designing Online Instruction. Assistive Technology and Universal Accessibility. Evaluating Technology-Based Learning Outcomes

"Partner from the Start" Certificate, instructional design course by Cathy Moore

- Completed learning and development/instructional design program

Additional Coursework Completed

- *LinkedIn Learning*: SharePoint. Articulate 360 Rise/Storyline. Adobe XD. Adobe Captivate. Adobe Premier Pro
- *University of California Extension*: Managing the Staffing Function. Compensation Management. Benefits Management. Intermediate Accounting II. Auditing
- *World at Work*: Principles of Executive Rewards
- *Santa Clara University CAAP program*: Financial Accounting. Cost Accounting. Intermediate Accounting I
- *SJSU Masters in Taxation program*: Taxation of Executive Compensation. Tax Research & Decision Making

Certified Equity Professional (CEP Level III), Leavey School of Business and Administration, Santa Clara University

Languages: English – Native. Russian – Elementary Proficiency