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## WORLDWIDE WORK EXPERIENCE

*Amazon, Los Altos, California*

*March 2020 to Present*

### **Communications Manager – Global Equity, 401(k), and Pension Programs**

- Developing global communications strategy, to drive awareness of financial benefits and improve employee experience. Reporting to HR department at Amazon's Seattle headquarters to create, edit, and deliver employee communications to population of over 1,000,000 corporate and fulfillment center employees.
- Raising the bar on the end-to-end employee benefits experience, leveraging UX design and principles.
- Working closely with cross-functional stakeholders to define key business needs and deliver on commitments.
- Continuously improving employee content based on the voice of the customer.
- Creating metrics to measure communication effectiveness, reach, and engagement.
- Supporting development of training and education materials for HR and employees.

*TdS Advisory, LLC, Los Altos, California*

*April 2014 to March 2020*

### **Manager and Owner – Independent Consultant**

- Provided technically solid, creatively engaging, global communications, presentations, explainer videos, and internal training programs.
- Developed concise, captivating videos for employee/business partner education using PowerPoint and Adobe CC tools.
- Assisted multinational corporate clients in creating internal communications for employees and business partners, on global equity award topics. Created and delivered on-site employee trainings on clients' new stock programs. Designed engaging, illustrative presentations at industry conferences, to elucidate changes to compensation laws and rules.
- Assisted clients in analyzing risk and defining practical internal tax, legal, and payroll-related compliance processes covering over 100 countries, based on 15 years of experience in global equity compensation.
- Consulted on certain client projects through ISP Advisors, Oct. 2010 - May 2012, and Apr. 2014 – Feb. 2019.

*Cisco Systems, Inc., San Jose, California*

*May 2012 to March 2014*

### **Manager - Global Stock Plan Services, International Compliance Team Lead**

- Developed and edited communications explaining 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 other business teams; trained HR call center staff on responses to queries.
- Coordinated information sharing amongst non-US jurisdictions and Global Stock Plan Services, Legal, Compensation, Payroll, M&A, and Business Process teams. Managed EYSMS global income allocation program and vendor services.
- Monitored and managed securities, tax, and foreign exchange filings relating to the equity programs in fifty countries. Managed compliance of grant process, taxation, holding periods and systems, and country-specific requirements.

*Stock & Option Solutions, San Jose, California*

*August 2007 to March 2010*

### **Senior Consultant - Strategic Solutions Group**

- Designed and delivered educational seminars (web-based and live) and created written communications (pamphlets, letters, FAQs, and presentations) to promote employee understanding of equity compensation programs.
- Edited client engagement letters for Strategic Solutions group and Sales team.
- 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 at the 2009 Global Equity Organization conference in Paris, France.

*Ernst & Young LLP, San Jose, California*

*February 2001 to July 2007*

**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 option plans, restricted stock plans, stock purchase plans, and other equity and deferred compensation programs in over 100 international 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 SOX 404 review of client's stock administration processes, and recommended process improvements to improve operational efficiency.
- Prepared communications for US-based employees on the tax impact of IRC Section 409A due to stock option backdating.

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

*November 1998 to November 2000*

**Client Service Associate - International Equities Settlements Division**

- Communicated legal and procedural information from international custody agents to settlements team, to increase department's market knowledge.
- Streamlined US client trade processing, establishing daily communication between London and New York settlements departments and trading desks.
- Created new reports to ensure receipt of US client instructions and timely settlement of equity trades; subsequently used daily by management and settlements department.
- 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*

*July 1992 to September 1998*

**Various client support and consulting roles**



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

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

- *Digital Imaging Software I (Photoshop); Graphic Design Studio I, II & III (Adobe Illustrator, InDesign, Photoshop, Edge Animate); Website Design I (WordPress, Adobe Muse); Website Design & Development II (basics of HTML5, CSS3); Illustration & Digital Imaging (Adobe Illustrator, Photoshop); Cartooning; Motion Graphics (basics of Adobe After Effects, Photoshop, Flash); Portfolio; History of Graphic Design; Typography; Graphic Design Drawing; Intro to Photography; Drawing Fundamentals*

**Other Coursework Completed:**

- UC Extension: *Managing the Staffing Function; Compensation Management; Benefits Management; Intermediate Accounting II; Auditing*
- Santa Clara University CAAP program: *Financial Accounting; Cost Accounting; Intermediate Accounting I*
- World at Work: *Principles of Executive Rewards*
- 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 – Proficient