

Information Services & Technology Advisory Committee

At-A-Glance

Eligible for Reappointment

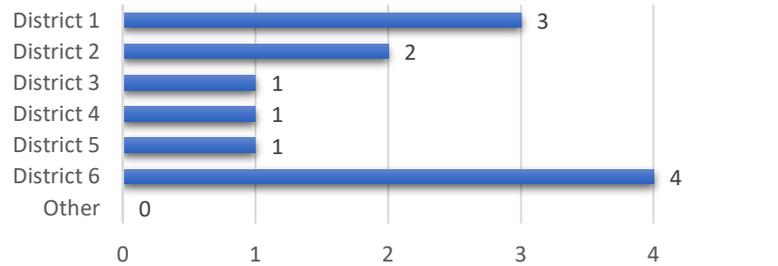
Name	District	Gender	Ethnicity
Banka, Mythili	5	Female	Asian or Pacific Islander

INFORMATION SERVICES & TECHNOLOGY COMMITTEE DEMOGRAPHICS

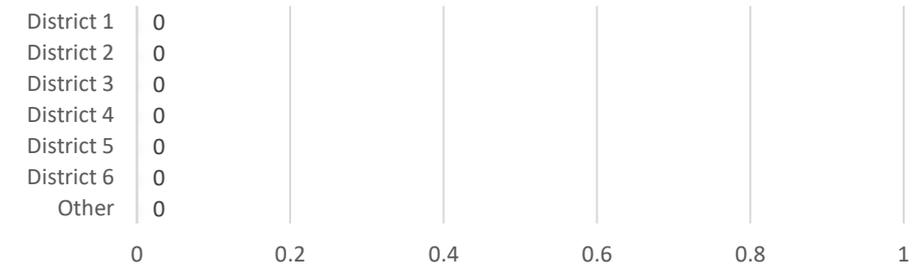
Districts

	Members	Applicants
District 1	3	0
District 2	2	0
District 3	1	0
District 4	1	0
District 5	1	0
District 6	4	0
Other	0	0
Total	12	0

Members by District



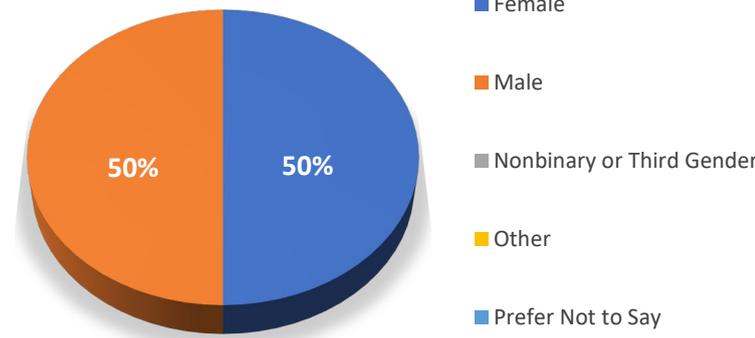
Applicants by District



Gender

	Members	Applicants
Female	6	0
Male	6	0
Nonbinary or Third Gender	0	0
Other	0	0
Prefer Not to Say	0	0
Total	12	0

Members by Gender



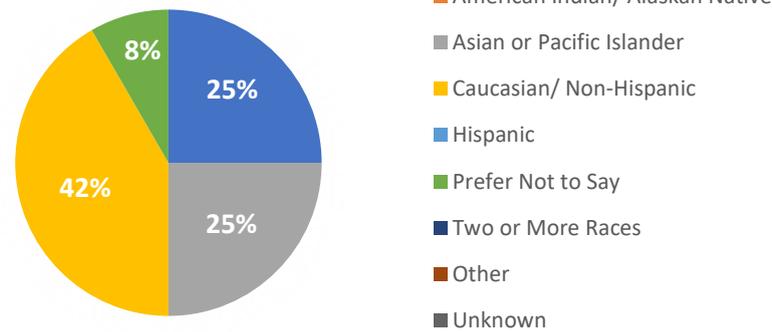
Applicants by Gender



Ethnicity/Race

	Members	Applicants
African-American	3	0
American Indian/ Alaskan Native	0	0
Asian or Pacific Islander	3	0
Caucasian/ Non-Hispanic	5	0
Hispanic	0	0
Prefer Not to Say	1	0
Two or More Races	0	0
Other	0	0
Unknown	0	0
Total	12	0

Members by Ethnicity/Race



Applicants by Ethnicity/Race



Statement to Applicants**Which Boards would you like to apply for?**

Information Services & Technology Advisory Committee: Submitted

Profile

Mythili

First Name

Banka

Last Name

What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A

N/A

bankamythili@gmail.com

Email Address

110 Kingsdown ave

Home Address

Charlotte

City

NC

State

28270

Postal Code

Mobile: (302) 563-6984

Primary Phone

Alternate Phone

What Mecklenburg County District do you live in? Please verify below. * 5**How long have you been a resident of Mecklenburg County? Please include months, or years.**

5 years**My age range is (please select one): *** 30 to 45**Ethnicity *** Asian or Pacific islander**Gender *** Female**Ethnicity *** Asian or Pacific Islander

Gender *

Female

Interests & Experiences

Education

Masters in Information systems and technology management Bachelors in Computer science

Egen solutions

Employer

Senior Associate Director

Occupation

Business and civic experience

Experienced technology professional with 13 years of software development, testing and roll out experience in banking, telecom and non profit areas.

Area of expertise and interests/skills

IT Management, IT procurement, Marketing strategies, marketing models, decisioning specialist

Additional Information

If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.

yes, ISTAC (2024-2026)

Why are you interested in serving on the board(s) to which you are applying?

To be able to help and learn in a broader areas and not just confined to my area of expertise. Living in Mecklenburg county, I would like to be involved in learning the technology direction the county is heading towards and help in anyway I can.

Have you attended a meeting of the advisory board(s) to which you are applying?

Yes No

Hours Per Month Available for Position

10

How did you learn of the vacancy? *

Mecklenburg County Website

[Mythili Resume Detailed CV.pdf](#)

Upload a Resume

Disclosure

Are you a Mecklenburg County resident?

Yes No

Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email clerk@mecknc.gov before submitting an application.)

Yes No

Are you a current vendor with Mecklenburg County?

Yes No

• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.

Yes No

Board Specific Questions

Disclaimer

I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.

I Agree

Signature of Applicant (Sign Your Legal Name):

Mythili Banka

Mythili Banka
Senior Asst. Director, Egen Solutions
110 Kingsdown Ave, Charlotte NC, 28270
bankamythili@gmail.com
Cell phone (302) 563-6984

SPECIALTIES

Pega Customer Decision HUB, Pega Next Best Action Designer, Data Flow, Omni Channel Customer engagement design, Digital Marketing, Campaign Marketing, Decision Strategy Development, Data Modeling, Predictive Modeling, Adaptive Modeling, Business Rules Configuration, Event-Driven Architecture, Data Governance, Performance Optimization, Decision Strategy Design, Business Rules Management, Real-time Decisioning, Customer Segmentation, Decision Testing Frameworks, Security and Compliance, Performance Monitoring and Analytics, Machine Learning Integration

Education

- 2014 **MS, Information Systems and Technology Management 02/2013 - 06/2014**
University of Delaware, Newark DE
- 2010 **BTech, Computer Science and Engineering 06/2006 - 06/2010**
SASTRA University, India

Experience

10/2023 to Present: Senior Asst. Director, Egen Solutions LLC

During my tenure as a Senior Assistant Director of Data Engineering at Drive Time Automotive Group, I had the privilege of overseeing a team of 12 highly skilled engineers, comprising data engineers, product owners, and a dedicated testing team. In my capacity as a Senior Assistant Director, my role was pivotal in setting the technical direction and ensuring alignment with our data-driven marketing goals, facilitating the delivery of top-tier results. This well-structured team dynamic was instrumental in the execution of intricate projects with a high degree of technical complexity.

One of the standout technical accomplishments during this period was my leadership in driving the development of advanced data-driven marketing platforms, encompassing both email and SMS campaigns. These platforms seamlessly integrated with Pega CDH, leveraging the power of Pega's decisioning capabilities and harnessed the capabilities of customer data platforms like Snowflake and Twilio. This transformative initiative redefined our marketing approach, resulting in a substantial surge in customer engagement and conversion rates, achieved through personalized email and SMS campaigns.

My specialization in Data, AI, and ML solutions played a pivotal role in crafting adaptive models within the Pega platform, enabling real-time adjustments to email and SMS marketing strategies. This adaptability greatly enhanced

the precision of our campaign targeting, leading to a notable increase in campaign success rates. Moreover, my team's technical prowess in tailoring email and SMS campaigns for the automotive sector bore significant fruit, contributing to a remarkable revenue surge of 3 million dollars. These campaigns were meticulously designed to capitalize on data-driven insights within the Pega platform, ensuring resonance with our target audience. As a collaborative leader with a deep understanding of the Pega Decisioning capabilities, my strategic role was pivotal in executing omnichannel email and SMS communication strategies within Pega to provide customers with personalized and consistent interactions across diverse marketing channels. Consequently, our organization succeeded in elevating customer engagement and loyalty, cementing our reputation as a Pega-driven data-driven marketing leader within the automotive industry.

11/2021 to 09/2023 Director, Ally Financial

During my tenure as the Director of Data Management at Ally Financial from November 2021 to October 2023, I spearheaded a significant initiative by successfully implementing the Pega Customer Decision Hub (CDH) application. This strategic implementation played a pivotal role in delivering a seamless omnichannel marketing experience for Ally Financial's customers, extending across email, IVR, web, and mobile channels. Through the integration of Pega CDH, we achieved a unified and consistent approach to customer interactions, ensuring that each touchpoint was personalized and relevant. My leadership extended to the development and execution of customer segmentation strategies, independent of marketing strategies, which led to highly tailored and meaningful interactions with both prospective and existing customers. Furthermore, I took proactive steps to optimize customer segmentation and personalization capabilities within the Pega CDH platform, contributing to a substantial enhancement in customer engagement and overall satisfaction.

In addition to my technical leadership, I played a pivotal role in fostering cross-functional collaboration and alignment within the organization. This involved conducting informative business sessions to educate stakeholders on how to effectively leverage Pega for marketing purposes. This initiative not only improved our overall collaboration but also enabled us to better translate business requirements into actionable customizations within the Pega CDH application. Furthermore, I actively collaborated with business and channel product owners to gather requirements, ensuring that their needs were accurately translated into technical solutions. My responsibilities also extended to data analysis using platforms like Snowflake to create data transformation strategies that enabled seamless integration with Pega. Throughout this endeavor, I provided thought leadership to project implementation and resource management, ensuring the successful completion of the project within the specified timeline and budget. To effectively communicate project progress and outcomes, I presented project overviews to executive and senior directors, showcasing the positive impact on our marketing initiatives and customer experiences.

01/2015 to 10/2021: Senior Pega Specialist, Accenture Consulting

Led the development of the groundbreaking Advanced Integrated Personalization Platform (AIPP), redefining omnichannel marketing by leveraging Pega CDH and Adobe solutions. AIPP delivered highly personalized customer experiences, resulting in substantial cost savings and revenue generation. Its implementation became a benchmark for client investments. It is projected to save \$2.5 million from legacy marketing tools over 3 years

In addition to technical leadership, I assumed end-to-end project ownership, managing resource allocation, budgets, and solution architecture. This comprehensive approach consistently delivered exceptional value to clients and ensured cost-effective project completions within budget and timeline constraints.

I played a pivotal role in client onboarding and project planning, leading discovery sessions, crafting RFPs, and developing detailed project plans for new clients across diverse industries. These strategies contributed to increased client acquisitions and generated additional revenue streams.

Through team leadership and productivity enhancement efforts, I mentored development teams, assigned technical requirements, and fostered creativity to deliver innovative Pega solutions. This leadership led to a significant increase in team productivity, enhancing efficiency, and client satisfaction. Additionally, I managed application support activities, optimizing application performance and responsiveness.

Talent development and growth were central to my responsibilities. I facilitated promotions and ratings for team members based on performance, identified high-potential individuals for critical assignments, and ensured continuous professional growth in technical, functional, and project management capabilities.

I designed application enterprise rulesets and class structures, establishing a robust foundation for future scalability and customization, which reduced development costs.

Furthermore, I created REST Integration Services to seamlessly integrate Pega CDH with platforms like IBM Watson and Adobe Tech stack (AEP, AEM, Analytics). This integration improved cross-channel marketing effectiveness and generated additional revenue.

Lastly, I developed data-driven marketing strategies that determined optimal offers based on customer data, resulting in personalized and relevant customer interactions and substantial revenue growth.

These accomplishments underscore my expertise in Pega decisioning, project management, team leadership, and innovation, contributing significantly to the success of multiple clients during my tenure at Accenture.

08/2014 to 1/2015: Pega Specialist, Virtusa Consulting

In my role as a team leader, I had the privilege of guiding and mentoring a team of three dedicated professionals, nurturing their growth across various facets of our project. This involved not only imparting technical knowledge but also fostering a culture of collaboration and continuous improvement within the team.

Additionally, I played a crucial role in supporting our end-users by addressing and resolving defects reported in Quality Center (ALM) promptly and efficiently. I approached this task with meticulous attention, ensuring that each issue was thoroughly analyzed, and accurate solutions were provided. This commitment to precision and problem-solving enabled us to maintain a high standard of quality in our project deliverables.

Furthermore, I took charge of the deployment process during application releases across multiple environments, including UAT, QA, and PROD, utilizing Unix systems. In this critical phase, I not only handled the technical intricacies of deployment but also played a pivotal role in debugging defects and ensuring that our solutions were delivered within the Service Level Agreements (SLAs). This proactive and results-driven approach contributed significantly to the overall success of our project and the satisfaction of our end-users.

06/2010 to 01/2013, Associate Software Engineer, Accenture Consulting

My role involved the end-to-end development of the application, rooted in the functional requirements provided. Collaborating closely with leads and business analysts, I played a pivotal role in defining and analyzing business requirements, which served as the foundation for the design and testing phases. This collaborative effort ensured that our solutions precisely aligned with the clients' needs. I actively engaged in crafting the user interface, where I designed and developed Harness rules, Layouts, and Sections, ensuring an intuitive and seamless user experience. Additionally, I took charge of creating data models and UI components such as Sections and Flow actions, tailored specifically to the use cases at hand. This holistic approach to development allowed us to deliver solutions that not only met but exceeded our clients' expectations in terms of functionality and user-friendliness.

Significant Performance

01/2015 to 10/2021: Developed Accenture Intelligent Personalization Platform (AIPP), driving over \$5 million in cost savings and revenue generation, making it a pivotal innovation for businesses in the USA across industries, solidifying its technological leadership and economic impact.

11/2021 to 9/2023: The development of the Customer Interaction Hub at Ally Financial, a critical component in achieving Ally's marketing goals and ensuring seamless omnichannel communications. This groundbreaking initiative has not only transformed Ally's customer service but has also emerged as a national model for driving digital transformation across customer service in the United States.

Professional Organizations and Honorary Societies

IEEE – Senior Member

IETE – Fellow IETE

Member of the American Marketing Association.

Member of the American Association for the Advancement of Science.

Member of the Association for the Advancement of Artificial Intelligence.

Society of Information Charlotte Chapter

Information Services & Technology Advisory Committee

Board Details

The Information Services & Technology Committee serves as an advisory group to the Board of County Commissioners and reviews plans at a conceptual level for major new automated systems with respect to justification of the system; adequacy of the system functions; appropriateness of the technical approach; availability of technology and personnel resources; to advise on how business as a whole is accomplishing or approaching challenges; and, to provide feedback to the Board when necessary on ITS challenges.

Overview

- **Size** 12 Seats
 - **Term Length** 3 Year
 - **Term Limit** 2 Terms
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Contact

- **Name** Keri Carver
 - **Phone** (980) 314-2152
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Additional

Qualifications

Members should have expertise in managing Information Systems. Persons serving must be a resident of Mecklenburg County. Appointed members must attend a minimum of 65% of all scheduled meetings in a calendar year and cannot miss three consecutive meetings. Failure to comply with attendance requirements will result in removal from the advisory board.

Advisory Board Details

The Committee validates the processes associated with implementation of automation plans including those used in the selection of equipment and service vendors. While performing these duties, the Committee provides appropriate coordination with any existing advisory bodies that may also have interest in the planned systems. The Committee reviews the plans of the ITS Department, of major automation projects and periodically reports to the Board of County Commissioners as to the same if necessary.

Meeting Dates/Times

Monthly - 3rd Friday at 7:30 a.m.

Meeting Location

Valerie C. Woodard Center - 3205 Freedom Dr., Charlotte, NC 28208, Suite 107

Time Commitment

1.5 hour for 10 out of 12 months

Stipend

No

Special Notes**Job Description**

Information Services & Technology Advisory Committee

Board Roster

Mythili Banka

Partial Term Oct 01, 2024 - Feb 28, 2026

Email bankamythili@gmail.com

Appointing Authority BOCC

Home Phone Mobile: (302) 563-6984

Address

110 Kingsdown ave
Charlotte, NC 28270

Andrew Blake

1st Term Sep 19, 2023 - Feb 28, 2027

Email andrew.blake@gmail.com

Appointing Authority BOCC

Home Phone Mobile: (980) 245-0020

Alternate Phone Home: (704) 644-8877

Address

2200 Hogan Ct
Charlotte, NC 28270

Travis Burgess

2nd Term Mar 01, 2021 - Feb 28, 2027

Email buryor@aol.com

Appointing Authority BOCC

Home Phone Mobile: (704) 618-7139

Alternate Phone Home: (704) 501-7260

Address

11939 Canter Dr
Mint Hill, NC 28227

Sarah Cornett

1st Term Mar 18, 2025 - Feb 28, 2028

Email sarahcornett@scinnovate.ai

Appointing Authority BOCC

Home Phone Home: (256) 996-5746

Address

210 Delburg Street
Davidson, NC 28036

□ **Stacey Jenkins**

1st Term Feb 21, 2023 - Feb 28, 2027

Email stacey.jenkins@gmail.com

Appointing Authority BOCC

Home Phone Mobile: (980) 253-7552

Address

618 King Edward Road
Charlotte, NC 28211

□ **Philip M Jordan**

1st Term Jul 02, 2024 - Feb 28, 2027

Email philip.m.jordan@outlook.com

Appointing Authority BOCC

Home Phone Mobile: (704) 502-6339

Address

510 Liburdi Ct
Davidson, NC 28036

□ **Henan Li**

1st Term May 07, 2024 - Feb 28, 2027

Email henanli2007@gmail.com

Appointing Authority BOCC

Home Phone Home: (404) 984-0795

Address

3940 Bristol Drive
Charlotte, NC 28208

□ **Shvetketu Pandya**

1st Term Sep 19, 2023 - Feb 28, 2028

Email shvetketupandya@yahoo.com

Appointing Authority BOCC

Home Phone Home: (704) 588-7488

Alternate Phone Mobile: (980) 272-8716

Address

13128 Arrington Heights Pl.
Charlotte, NC 28278

□ **Dorothy Ross**

1st Term Mar 18, 2025 - Feb 28, 2028

Email constanceross2380@yahoo.com

Appointing Authority BOCC

Home Phone Home: (704) 258-3540

Address

2933 Palm Ave
Charlotte, NC 28205

□ **Stephen E Whittaker**

Partial Term Jan 22, 2025 - Feb 28, 2027

Email sewhittaker@gmail.com

Appointing Authority BOCC

Home Phone Mobile: (312) 608-6052

Address

15821 Homecoming Way
Charlotte, NC 28278

□ **Sonya E Williams**

Partial Term Jan 22, 2025 - Feb 28, 2027

Email sonyaewilliams@aol.com

Appointing Authority BOCC

Home Phone Mobile: (703) 304-8949

Alternate Phone Mobile: (703) 304-8949

Address

2626 Century Oaks Lane
Charlotte, NC 28262

□ **Terrence Ziemniak**

1st Term Feb 21, 2024 - Feb 28, 2028

Email tmziemniak@yahoo.com

Appointing Authority BOCC

Home Phone Home: (312) 339-8293

Address

625 Barington Pl
Matthews, NC 28105