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**BUSINESS**



**The North Star**  
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**July 22nd 2021: Business Architecture in the Real World**

Business architecture, while widely used, is also widely misunderstood. Many business professionals have leveraged business architecture effectively, yet some people think it's a technical discipline and many others have no real insights into its practical application or benefits. On this week's episode of The North Star, host William Ulrich will interview two senior business professionals from the financial services industry who will share their insights into business architecture, how they use it, and where they see it in context of the financial services industry. In addition to the work th

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**Featured Guests**



**Kelley Eckmayer**

Kelley Eckmayer is a VP at PNC Bank. She enables others to thrive and guides them to bring their visions into fruition. Kelley achieves this success as a Senior Enterprise Architect. With over a 15 year proven track record as a value-adding, delivery-loaded, and project hardened professional, Kelley has hands-on expertise spanning business architecture, business analysis, system analysis, architecting financial applications, data warehousing, data migrations, data processing, and ERP applications. Kelley is team lead for Enterprise Business Architecture and co-chair of PNC's Business Architecture Community of Practice. Kelley is a Certified Business Analysis Professional (CBAP®) and Certifie

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**Teresa Garcia-Holm**

Teresa Garcia-Holm is a Strategy Consultant in the Operations Transformation Group at Wells Fargo & Company. She focuses on enterprise payments transformations, advancing holistic, common, and optimized designs to deliver against strategic objectives. Teresa applies her expertise in business architecture and interdisciplinary alignment between process, risk, customer experience, and technology to improve cross-enterprise collaboration. She has held various positions in financial services over the past 20 years, from Sales Manager to Digital Business Architect to Process Consultant. Most of Teresa's career has been spent on process engineering for large-scale regulatory changes and complex mu

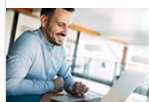
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