



## Joey Johnsen

Visionary Senior Finance Executive

Founder and CEO of Zeevo Group

AIRCRAFT LEASING, CONSUMER PRODUCTS, TECHNOLOGY

Joey has dedicated her career to enhancing enterprise and shareholder value through finance leadership, transformation, and compliance. Through exposure to global and large public companies, she has mastered the ability to consistently attract, retain, grow and lead strong, cohesive and multicultural teams that are seen as vital to a company's success. Her mentorship has helped others extend their thinking and drive superior performance to achieve organizational objectives. She is broadly respected as a reputable industry voice in decision-making, and revered for her integrity, passion, unmatched work ethic and interpersonal skills. Joey fosters trust, collaboration, and always paves the way to gain consensus. She leads and inspires by example and earns a seat at the table wherever she serves.

COURAGEOUSLY INDEPENDENT • PROFESSIONALLY SKEPTICAL & INTELLECTUALLY CURIOUS • DEEPLY EXPERIENCED  
APPROACHABLE RELATIONSHIP BUILDER • RISK-CENTRIC STRATEGIST

Currently, Joey is **Founding Principal** of a world-class professional services firm, **Zeevo Group** ("Zeevo"), based in Seattle. Zeevo delivers comprehensive solutions designed to improve the effectiveness and success of our clients' processes, policies, tools, and technology. With expertise in operations, information technology and strategy consulting, the firm addresses the wide and complex array of challenges facing our client businesses in aircraft and engine leasing, consumer products, and technology. Joey oversees a team of 30+ professionals, based both domestically and internationally, who are often tapped to analyze and streamline processes, refresh or revamp policies, optimize controls, accelerate the financial close, and manage large enterprise projects – often working in multilingual and multicultural environments throughout the world at client locations.

Prior to founding Zeevo, Joey has held senior leadership positions in finance at a number of global and large public companies, including **Deloitte and Touche** ("Deloitte"); **ILFC**, AIG's aircraft leasing arm; **AerCap**, the world's largest aircraft lessor and Boeing's largest customer based in Dublin; and **Western Wireless (T-Mobile)**.

Joey started her professional journey in the wireless telecommunication industry, working for **Western Wireless (T-Mobile)** as an analyst helping establish the business systems team and serving roles in financial reporting (management and SEC reporting). Shortly thereafter, she worked at **Resources Global Professional (RGP)**, a publicly traded project-based professional services firm and a spin-off of Deloitte, where she spent time designing and implementing internal controls at **SAFECO**. Joey authored risk and control matrices (RCMs) long before they became the industry's leading practice.

With both CPA and MBA in hand, Joey progressed her finance career by being recruited into the Enterprise Risk Services practice of **Deloitte**, based in Seattle's office, to establish and grow client relationships within a range of industries, consumer products (apparel footwear and accessories), technology, and leasing/financial services. She led multiple finance transformation, internal audit, SOX, compliance, and third party licensing/royalty compliance engagements, directing domestic and global teams ranging in size from three to 20+ practitioners.

Departing from Deloitte, Joey was hand-picked by **ILFC** (AIG subsidiary)'s CFO to establish and lead the Finance Strategic Initiatives function for global SEC registrant, drive key transformation activities, oversee Finance project teams, analyze global programs, provide analysis and decision support, and provide leadership, subject matter expertise, and program management for strategic transactions. As a VP, at ILFC, she worked with CFO and Executive Management to prepare ILFC for a (canceled) IPO and later **AerCap's** 2014 acquisition of ILFC. She led divestiture and then integration management efforts for AerCap's Accounting, FP&A, Tax, and Treasury teams.

In her philanthropic activities, Joey held a leadership role on **Deloitte's Community Involvement Council**, led **Junior Achievement** events, and most recently has teamed up with **Kiva.org** to give back to the world. She also participated on the **UW Bothell Advisory Committee**, and continues to promote health and lifestyle causes through her participation in fundraising events for the **Special Olympics**.

### Credentials:

Certified Public Accountant (CPA), Washington, American Institute of CPAs  
Project Management Professional (PMP), Project Management Institute  
Certified Information System Auditor (CISA), ISACA

Certified in the Governance of Enterprise IT (CGEIT), ISACA  
MBA, Technology Management, Bachelor of Arts, Business Administration, University of Washington  
Undergraduate Studies, Business Administration, Babson College

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