

William F. Keenan

Bill Keenan is the Chairman & CEO of De Novo Corporation, a holding company for Creative Solutions International, a direct response advertising agency; Convergence Group, a management consultancy; and Pango Financial, an alternative funding solutions business for SMEs and start-ups. De Novo's client initiatives have focused on the Americas, United Kingdom and select other global markets. Bill co-founded K2 Financial, a \$4 billion asset-based student loan provider in the United States.

Bill and De Novo advise C-Suite executives of a wide range of organizations, and has led interim management, performance improvement and profit optimization initiatives on behalf of companies such as AXA, RSA, RBC and AIMIA. De Novo was also engaged to assist in reengineering Wonga, a UK high-cost short-term lender in order to obtain Financial Conduct Authority permanent permissions. The permissions were granted but the business could not overcome the scrutiny of the FOS (*Financial Ombudsman Service*) and is in Administration.

Prior to co-founding De Novo, Bill held successive positions of increasing responsibility with Atlantic Financial, Beneficial National Bank, Mellon Bank, Allied Irish Bank, US WEST and NatWest Bank. He started his career as a political consultant.

As an expert in credit portfolio engineering and direct marketing, Bill was a founding Board Member of the Smart Card Forum and has served on various operating Boards of Visa and MasterCard. Bill was a contributing author of the book, *Smart Cards: Seizing Strategic Opportunities* and has authored many articles on marketing. He has been an invited speaker at a variety of industry forums across the world including the American Banker, EuroCatalyst and Fair Isaac. Bill was also interviewed by Steve Blank on the "*Entrepreneurs Are Everywhere*" program on SiriusXM.

Bill recently served as an Independent Director of DC Solar Freedom, Inc. and independent fiduciary of the other nine DC Solar-related Chapter 11 debtors that are the subject of a high-profile U.S. Department of Justice investigation into an alleged \$2 Billion Ponzi scheme causing GEICO and Progressive Insurance to recently announce \$377 million and \$180 million write-downs, respectively. He assisted in guiding the company on behalf of investors and creditors through the challenging

Chapter 11 bankruptcy governance process until the appointment of a Chapter 7 Trustee.

Bill earned an MBA in International Management from Thunderbird School of Global Management.