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FOR IMMEDIATE RELEASE

## Barbara Desoer, Bank of America, Set to Headline 'ITO America' Feature Interview

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**April 14, 2008**- Preparation for the June, second quarter, issue of 'ITO America' has begun and the leading IT publication is proud to announce that the cover feature interviewee is no less than the COO & CTO of Bank Of America (Fortune No.9), Ms. Barbara Desoer.

Glenn Willis, Publisher-in-Chief, 'ITO America', is pleased with the inclusion of Desoer in the upcoming issue, saying, "Barbara is one of the modern day Business leaders who can wear both hats well. The Business and I.T. Alignment story around BoA and Barbara's commitment to share her expertise with peers in the sector is testament of her achievements at BoA. We're proud to be working with Barbara and this shows why ITO is the business leaders publication of choice".

Ranked third most powerful woman in banking by 'US Banker', Barbara Desoer is a force to be reckoned with. Desoer holds the respected title of Chief Technology & Operations Officer at Bank of America Corporation. A member of the Bank of America team since 1977, Desoer has continued to climb through the ranks, serving first as Director of Marketing, then as President, Consumer Products and ultimately landing her present position in August 2004. Barbara is also a member of the bank's Risk & Capital Management Operating Committee. In this role, Desoer leads strategy development and execution for the bank's technology platforms and operations capabilities.

The interview to be featured in ITO America will focus on Business & I.T. Alignment and Desoer's responsibility to improve I.T. Governance, performance metrics and process improvements in the banking behemoth.

Look out for the upcoming edition in June.

### **Bank of America**

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