

Smart Moves: Dawn Luetkemeyer



Managing the full life cycle of MasterCard hardware IT assets for 12 years gave Dawn Luetkemeyer, leader for Asset Management, St. Louis, an opportunity to learn about internal operations and global support. Deciding what to do next gave her the opportunity to move in an entirely new career direction.

“I wanted to do something that would enable me to get closer to our business and our customers,” Dawn says. That’s why she decided to make a “Smart Move” into the Customer Implementation Services (CIS) team as a Consultant.

“I am thankful for the knowledge I have gained and the people I have worked with in my previous role. I am ready for this new experience, to reconnect with individuals I have worked with in the past and to meet a whole new group of internal support staff,” she explains.

Dawn will be part of the CIS North America Project Management team that provides customer processing implementation support for MasterCard’s core and emerging products and services for existing and new customers in the United States and Canada. “This was a smart lateral move for me, and I am excited and ready for the new challenge!”

Dawn’s new manager, Neeta Lopes, business leader for CIS North America Project Management, is equally as excited about having her as a new member of the team. “She brings so much value, energy and a positive fresh perspective,” Neeta says. This combination is perfect to help MasterCard’s internal and external customers navigate through the implementation processes, and it’s also important in building strong relationships. “Dawn is a quick learner and has so much energy and enthusiasm that it’s contagious. She’s already inspiring the team and has taken on her first project with one of our key processors.”

Liz Reich, senior business leader for IT Asset Management, says that this was a perfect next step for Dawn. “As her manager I was able to see the passion and energy she brought to her previous position, and recognized that she was ready for a new direction that would bring her

closer to our customers,” she says. “That’s why when this opportunity arose, I matched the pieces and knew it would be a great next move for her.”

Having a manager’s support is critical to making successful moves according to Dawn. “Liz was very supportive and made this transition happen quickly, and Neeta was equally supportive about me joining her team,” Dawn says. “While it is important to be responsible for your own career path, a manager’s support and mentoring along with great networking helps when you want to make a move.”

That support can also provide some needed confirmation particularly when you are making a non-traditional career move. “It’s all about perspective and not always just moving up,” Liz explains. “You need to look at your career as a journey and not be afraid to take the path less traveled.