

Desere Cardona

Chief Executive Officer at CARMA

New York, NY, US

Business Continuity & Disaster Recovery Planning
Professional

Biography

Deseré Cardona, is the founder and Chief Continuity Officer at CARMA which stands for Continuity And Recovery Management Associates. Deseré is a Master Business Continuity Planner (MBCP), certified through DRI International and is also a member of the BCI (MBCI). She is a veteran in the industry with over twenty years' certified experience working with Fortune 500 companies such as JP Morgan Chase, Deutsche Bank, and Barclay's Capital on a global basis. She has developed software tools to help large organizations centralize their disaster recovery technology specifications that allowed for better control and planning of all aspects of critical infrastructure. Her expertise includes Crisis Management, Project Management, Awareness Training, and Client/Vendor Relationship Management. During Hurricane Sandy, Desere? assisted over 25 companies and over 300 employees to recover on Long Island. From that experience she became impassioned to help organizations help their employees become prepared at home thus enabling business to be to be better supported during a crisis. During the week of Sandy, she launched CARMA. She is now working on developing a tool to assist employer?s support their employee?s preparedness at home on a global basis.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Safety, Financial Services, Business Services

Areas of Expertise

Business Continuity, Disaster Recovery, Emergency Planning

Affiliations

Association of Contingency Planners, Contingency Planning Exchange, Business Continuity Institute, Disaster Recovery Institute International, NEDRIX

Sample Talks

Business Continuity Planning and Preparedness

Focus on helping business understand the need for resiliency planning, testing, training, crisis management and communication and focus on employee preparedness at home.

Event Appearances

Superstorm Sandy Lessons Learned

PwC International Business Continuity Conference

Sandy Lessons Learned

SCORE - Sandy Lessons Learned

Technology Challenges in Business Continuity - Panel Discussions

Contingency Planning Exchange - Half Day Quarterly Event

Panel Discussion - Sandy Lessons Learned

NYBA Annual Conference

Testing 101

Contingency Planning Exchange - Full Day Quarterly

Education

DRII

Master Business Continuity Planner Business Continuity & Disaster Recovery

Queensboro Community College

Computer Programming Technology

Accomplishments

Chief Continuity Officer / Chief Executive Officer

Founder of CARMA. Launched the Continuity And Recovery Management Association is dedicated to helping business prepare to keep their businesses running during a crisis and focusing on their employee preparedness at home.

Superstorm Sandy Recoveries

Facilitated the recovery of 25+ businesses and approximately 300 users during Hurricane Sandy. Coordinated the buildout of 150 recovery seats. Managed the buildout of recovery suite for a major airline.

Master Business Continuity Planner

Achieved the Master level certification through the Disaster Recovery International Institute. Less than 300 Master level certifications throughout the United States!

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