

ALEXIA J. MAAS

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GLOBAL C-SUITE EXECUTIVE | STRATEGIC ADVISER | GENERAL COUNSEL (CLO/CCO)

Strategic, innovative chief legal officer with background in highly regulated industries including banking and financial services, aviation, shipping, and oil and gas and extensive expertise in international, multicultural environments.

Thoughtful C-suite leader guiding organizations through high-stakes challenges, balancing growth objectives with prudent risk management strategies, and leading implementation of best-in-class legal and compliance operations.

Dual-qualified attorney (US & UK) with experience as general counsel for \$25B+ financial services enterprise operating in 48 countries and in private practice leading multibillion-dollar M&A transactions. Bilingual & Multicultural. Lived & worked in UK, EU and US.

Inspirational executive, speaker and leader influencing stakeholders and peers to advance toward a shared vision and advising C-Suite leaders on capturing business opportunities and gaining a competitive edge in evolving global marketplaces.

Executive Focus Areas:

Strategic Planning | Governance & Risk Management | Global Operations | Complex Negotiations | Crisis Management | Regulatory Compliance | Cybersecurity & Data Privacy | Trade Sanctions | Organizational Restructuring & Change Management | Environmental, Social & Governance (ESG) | Emerging Technologies | AI – Legal & Regulatory Aspects and Business Use Cases | Talent Development & Retention | Building High Performing Teams

LEADERSHIP EXPERIENCE

Volvo Financial Services (VFS) | 2013–2024

Senior Vice President & General Counsel (Chief Legal Officer)—Global Headquarters (2014–2024) Greensboro, NC
Head of Global Cybersecurity (2018–2023)

Led global legal and compliance function for financial services organization with \$25B+ in captive assets, operating in 48 countries and regulated as a bank in 14. Built global team of 56 lawyers and compliance officers. Assumed oversight of global cybersecurity function from 2018 to 2023. As global executive management team member, advised C-Suite colleagues on trade sanctions, crisis management, new market entry, new product and services development, and risk management.

- **War Crisis Management.** Acted as legal lead and strategic adviser to VFS and key steering committee member for Volvo Group throughout Russia-Ukraine war as company navigated complex, rapidly expanding regulatory environment to take decisive action amid unprecedented ambiguity, uncertainty, and emerging threats.
- **Operational Excellence.** Developed own lean methodology and time management model to drive efficiency and productivity within legal and compliance function, identifying time savings of 13,000 hours per year across the team and business operations and potential cost savings of between \$1-3M. Formed inspiration for her first book: *“Stealing Back™ Time”* which is scheduled for publication in 1Q25.
- **Organizational Restructuring.** Reengineered legal operations to embrace agility, technology, and data analytics and enable global team to focus on value-added efforts in a quickly evolving legal landscape. Advised CEOs on enterprise-wide restructures, including 2023 pivot to “center of excellence” model using legal operations as blueprint.
- **ESG.** Made vital contributions to creation and introduction of ESG compliance program and integration of 3 pillars (climate, resources, and people). Mentored direct report in newly created global role crafting market-leading ESG governance model and roadmap for sustainable lending, portfolio management, and global operations.
- **Cybersecurity & Data Privacy.** Surfaced cybersecurity as strategic executive-level imperative, co-creating data privacy and cybersecurity governance and compliance program readying enterprise for General Data Protection Regulation (GDPR) and ensuing legislation and establishing strong foundation for emergence of AI and balancing ethical use with risk mitigation.
- **Workforce Culture.** Built resilient, agile function capable of confronting emerging organizational demands. Achieved highest employee engagement ranking across the enterprise and boosted score 13 points in 1 year. Championed employee growth and supported multiple talented leaders in ascending into roles of increasing scope and import.
- **Technology Innovation.** Participated in innovation lab with fintech and startup companies around the world. Supported business in commercializing tech-enabled products.

Vice President & Regional General Counsel—Europe, Middle East & Asia (2013–2014)

Gothenburg, Sweden

As member of regional management team, headed legal and compliance function for company's largest region (comprising 34 countries at that time). Built, developed, and motivated high-performing senior leadership team. Supported global coordination of submissions to publicly traded AB Volvo board of directors.

CHC Helicopter Corporation | 2009–2013**Senior European Counsel**

Aberdeen, Scotland

Recruited to oversee legal and compliance function supporting all European Union (EU) operations for market-leading provider of helicopter transportation services to offshore oil and gas industry and national government contracting for all coastal search and rescue (SAR). Directed team in multijurisdictional legal matters including commercial contracting, M&A, employee and labor relations, aviation licensing, and commercial litigation.

- Acted as company secretary to corporation's external European board and as administrator to all EU subsidiary companies within global organization.
- Served on crisis management legal advisory team during alleged UK government bid-rigging scandal involving several public tender bidders engaging with the Ministry of Defence and Ministry of Transport.
- Delivered legal advice and support during operational crisis grounding entire European aviation fleet due to series of volcanic eruptions in Iceland and subsequent Civil Aviation Authority (CAA) grounding of all European air traffic that disrupted all operations including offshore transport and search and rescue.

Various European Law Firms | 1996–2009**Corporate Lawyer**

United Kingdom & Norway

Managed corporate and commercial legal matters for banking, finance, shipping, and aviation clients. Served as trusted adviser to boards of directors and executive management teams. *Select M&A and structured finance deals include:*

- Represented DNB ASA, Norway's largest financial services institution, in a €1.1B facility to Pan Fish ASA to acquire Marine Harvest Group. Transaction recognized as largest and most complex refinancing in global fish farming industry.
- Facilitated NOK 3B merger of Halliburton and DSND to form largest subsea operator in the world.

PUBLIC SPEAKING & THOUGHT LEADERSHIP

A few selected keynotes & conference panels:

Strategy in Action (May 2024) | Corporate Legal Operations Consortium Global Institute

Cyber Security from Inside the General Counsel's Foxhole | College of Law Practice Management & Suffolk University Law

The Business-Centered GC—From the Practice of Law to the Business of Law | UpLevel Ops

From Fixer to Founder—Embracing Disruption in the Industry | Summit on Legal Innovation & Disruption

The Future of the Legal Profession | Terralex 25th Anniversary Global Conference

BOARD EXPERIENCE

Board of Directors (2023–2024) | Volvo Financial Services India

Vetted and approved by Royal Bank of India to serve on subsidiary board.

Board Member (2021–present) | Triad International Ballet

Co-founded, launched, and expanded regional registered nonprofit. Initiated governance framework and recruited external board members as organization grew. Retains oversight of strategy and management operations as executive director.

Member (2020–2022; 2024 renewal pending) | National Association of Corporate Directors (NACD)

Corporate Secretary & Director (2009–2013) | CHC Helicopter Corporation—Europe

EDUCATION & EXECUTIVE DEVELOPMENT

Effective Leadership for Corporate Counsel | Harvard Law School—Cambridge, MA

Organizational Design for Digital Transformation | Massachusetts Institute of Technology (MIT)—Cambridge, MA

Organizational Leadership (The Looking Glass) | Center for Creative Leadership (CCL) – Global HQ, Greensboro, NC

Bachelor of Laws (LLB) | University of Strathclyde—Glasgow, Scotland