



Lancia Herzog

Managing Partner, DNA Consulting

Lancia Herzog is an experienced executive in a variety of industries, as well as a community leader and consultant.

Having broad expertise in both operations and technology, Lancia has managed collaborative transformation efforts for Fortune 500 as well as mid-range entities that have significant lasting impact to clients, customers and communities.

Today, Lancia serves as the Managing Partner of DNA Consulting, lending her extensive knowledge and experience to cultural and management transformation efforts. She continues to serve on the board for several non-profits.

Experience

Lancia has held executive leadership roles in financial institutions, technology companies and military defense companies.

Throughout her career, she has developed comprehensive collaborative solutions to transform companies by helping them to design and implement high-involvement solutions.

Lancia has extensive experience in operational expansion, team development, collaborative team building, learning design and facilitation. She facilitates non-profit board meetings and retreats throughout the country.

Achievements

Lancia was one of 50 international employees at Bank of America selected for the prestigious Technical Development Program for Transformation at Georgia Tech. The program served as a think tank for developing strategic initiatives to transform the company for the future.

Lancia has served as President of the National Charity League, Golden Corridor chapter, a non-profit organization for mothers and daughters which focuses on community service and modeling leadership qualities for our daughters.

Multiplying her impact on the community, she has served in many key leadership roles within the Junior League of Collin County, including several Board roles. Most notably, Lancia has trained over 600 community leaders in collaborative leadership, facilitation techniques and team collaboration methods.

Lancia served as a Board Member for the Society of Women Engineers – Dallas Chapter, SciTech Discovery Centre and is a member of the American Society of Mechanical Engineers (ASME).

Having a passion for STEM education and support to girls, Lancia has served in many community leadership roles organizing STEM educational programs for Title 1 Elementary schools, Northeast Texas Girl Scout Troops and Civil Air Patrol, USAF.

Lancia is a sought-after presenter at many conferences, including the Association of Junior League (AJLI) annual conference, Five Star Conference for the mortgage industry and Legal League 100 Summit for legal professionals in the financial industry.

Educational Background

Lancia received a B.S. in Mechanical Engineering from Boston University and an M.B.A. in Economics from Cameron University, European Division.

She and her husband, Ray, reside in Plano and have a daughter and son.
