

**Laticia Jefferson**

Senior Business Analyst – Customer Experience Group Lead  
Office of Securities Operations/Program Administration Division

Ginnie Mae is engaged in a major modernization effort of its technology and systems and Laticia is at the center of this effort, seeking to understand and incorporate the voice of the customers of those systems. As the Customer Experience Group (CXG) Lead, Laticia is responsible for effectively introducing new applications including the new enterprise portal MyGinnieMae, coordinating training resources and tools, and launching Ginnie Mae's first Centralized Help Desk.

Prior to joining Ginnie Mae, Laticia worked on housing program regulations, grants management, and program audit resolution in HUD's Office of Community Planning and Development (CPD). She joined the federal government via the Presidential Management Fellows Program after working on housing and community development issues at the state and local government level, and with a Community Housing Development Organization (CHDO).

In 2015 Laticia received the HUD Secretary's Award for Outstanding Contributions to Departmental Accountability, Effectiveness, and Efficiency for her contributions to CPD's Risk Analysis Work Group and again in 2017 she received the HUD Secretary's Award for Outstanding Community Service.

Laticia has a Masters of Arts in Urban Affairs from the University of Texas at Arlington, a Masters in Social Work from the University of Iowa, and a Bachelors of Arts in Sociology from Drake University.

