

Laticia Jefferson

Director – Customer Experience

Office of Securities Operations

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 customer of those systems. As the Director of Customer Experience (CX), Laticia is responsible for leading teams that effectively introduce new systems and applications including the new enterprise portal MyGinnieMae, coordinate training resources and tools for customers, and support the launch of Ginnie Mae’s first Centralized Service 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 Master 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.

