

## Functional Experience

Corporate Governance  
AI Governance and Adoption  
Cybersecurity and Enterprise Risk  
Operational Resilience  
Technology Investment Oversight  
Digital Transformation  
M&A Technology Integration

## Industry Experience

Insurance and Financial Services  
Cybersecurity and Enterprise SaaS  
Healthcare and Government  
Professional Services

## Key Roles

- CTO / CISO, Samsung Fire & Marine Insurance U.S.
- Founder and CIO, JLS Technology USA
- Co-Founder, Simplix
- Former CIO, Lynx Technology Partners
- Former SVP, Citigroup

## Board Experience

EzCISO  
Chairman, 2026–Present  
The ProdUXers  
Chairman, 2023–Present  
Austin Brooklyn Associates  
Director and CTO, 2020–Present  
Chair, Technology and Finance  
Committees

## Education and Credentials

DDN.QTE | CISSP | PMP  
Six Sigma Green Belt  
MBA, Aspen University  
Executive Leadership Certificate,  
Columbia Business School  
BS, IT / Information Security,  
University of Phoenix

Wilfredo “Will” Lassalle is a board chairman and technology executive working across regulated industries. He helps boards evaluate AI adoption, technology investment and modernization alongside cybersecurity and operational resilience. His perspective combines formal board leadership with executive responsibility for technology strategy, budgets and delivery.



Will chairs the boards of EzCISO and The ProdUXers and serves as a director and CTO of Austin Brooklyn Associates, where he chairs the Technology and Finance Committees. He evaluates technology investments through the lens of business value and risk.

As Chief Technology & Information Security Officer of Samsung Fire & Marine Insurance U.S., Will leads technology strategy, cybersecurity and AI governance with a \$20 million annual budget and 45 internal and external staff. He connects platform modernization and risk decisions with business priorities and briefs the board and senior leadership on technology risk and regulatory readiness.

At Samsung, he established an AI governance program aligned with the NIST AI Risk Management Framework, including responsible-use policies and vendor and model risk assessments. More than 40 use cases have been reviewed; five have reached production. This experience grounds his oversight of AI investment, controls and accountability.

Will founded JLS Technology USA, a technology and cybersecurity advisory practice serving regulated sectors. He also co-founded Simplix, an AI-assisted governance, risk and compliance platform acquired by EzCISO. His advisory work spans executive technology strategy, AI governance and cybersecurity readiness.

At Citigroup, Will held \$120 million-plus annual budget responsibility and contributed as a program-team member to initiatives that achieved \$2.2 billion in annual run-rate savings. His earlier executive work includes platform modernization at Lynx Technology Partners and shared technology services across gaming, healthcare and government operations at the Stockbridge-Munsee Community and North Star Mohican Casino.

Will is a Digital Directors Network Boardroom Certified Qualified Technology Expert (DDN.QTE). His certification covers corporate governance and systemic digital risk oversight using the DiRECTOR framework.