

**Aleta Heard,**  
**Vice President, Regulatory Business Solutions, BNY Mellon**  
**CEO, Masters of Maternity (M.O.M.)**  
**Vice President, Pennsylvania Doula Commission**

Raised in Pittsburgh PA, Aleta is an award-winning leader in the community and in her profession. She has been recognized as a Woman of Excellence by the Pittsburgh Courier, 30 under 30 by Pittsburgh Business Times, and most recently, the 2022 PA Bankers Tomorrow's Promise Award.

Aleta received a Business Management certificate and Associate of Science degree in Business from Community College of Allegheny County, a Bachelor of Science degree in Healthcare Administration and Management with an Information Systems minor graduating Summa Cum Laude from Slippery Rock University and a master's degree in Information Systems from Duquesne University.

Aleta's education empowered her to pursue a technical career, beginning only about 5 years ago. She initially started out in Human Resources, hiring employees to fill technical roles. Not long after, she transitioned into a more technology driven career, configuring and concatenating networks and switches. Shortly after, Aleta migrated into a global technical support engineer role where she created and implemented new processes for an online ticketing system and published knowledge articles for users, clients and onboarded new employees. She then accelerated her career by moving into a Field Technician role repairing computer software and hardware issues. Not long after being promoted into a Software Developer and Senior Systems Analyst role, she became a certified agile Product Owner and developed skills creating microservices, APIs and working in iterative development and design. She transferred her skills from a national fintech company to a global investments bank where she is currently a VP, working in Asset Services and Digital as a Regulatory Business Solutions Product Owner over the United States and Canadian Custody territory. As an early careerist Aleta is focused on mastering the regulatory innovation space and building her leadership skills.

Along with being a notable employee, she is also CEO and Founder of Masters of Maternity, a dual sided platform for moms to build their birth team and journey using modern technology. She created this platform in effort to reshape the trajectory of maternal care and to decrease the maternal and infant mortality and morbidity rates among women, especially black women as they are 2-3 times more likely to die from preventable causes during birth.

Aleta is also a founding mother of the Pennsylvania Doula Commission and serves as Vice President on the Board of Directors. In her work with the PA Doula Commission, she strives to bring promotion, protection, and recognition to the doula profession.

Although Aleta has always been a champion for women, being in love with the maternal space started when she became a mother over 3 years ago—arguably her most favorite role, in addition to being a devoted wife. In hindsight and from a full circle perspective, her expertise in technology & innovation and passion for women empowerment and community, all align with her educational background. She is truly walking in her purpose. Outside of the office, Aleta is passionate about family and friends, traveling and enjoys reading. Fun fact, Aleta was a skilled ballerina for about 20 years prior to her technical career. She gives her dancing career credit for her grit and competitive edge. When asked, what is the one thing Aleta is extremely good at, she responds with "learning". She defines success as a journey and measures it by the impact on the lives of people, inspiring them to think and act in ways that they may not have considered before.