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Financial veteran leaves Visa for startup Epoch

San Francisco Business Times - by [Mark Calvey](#)

Bay Area financial veteran Susanne Lyons is joining startup professional services firm Epoch to establish the company's new San Francisco office.

Epoch is taking Hollywood's free-agent model to the financial services industry, matching talent with short-term projects in the financial arena. Company founder and CEO Linda Stewart anticipates the wave of 77 million retiring baby boomers will boost both the supply and demand for experienced professionals to step in on an as-needed basis.

Lyons will serve as strategic adviser for Boston-based Epoch, helping the firm develop its strategy, team and new business on the West Coast.

Lyons' résumé reads like a who's who of Bay Area finance. She most recently was chief marketing officer at Visa, where she was instrumental in the card company adopting its "Life takes Visa" marketing campaign.

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