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| Summary | Innovative financial-services marketer with 10 years at Contoso, Ltd. and heavy package-goods product-management experience. Created new products. Built major businesses. Turned around problem brands. Strong strategic thinker and team builder. |
| Areas of Expertise | * Product Management
* New Product Development
* Sales Management
* Electronic Banking
* Branch Banking
* Market Analysis
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| Experience | CONTOSO, LTD. | 1995-Present |
|  | Director of Electronic Banking, International Institutions GroupCreated a multi-year business plan to restore Contoso, Ltd. leadership in interbank electronic payments through the worldwide rollout of superior offline payment products.Responsible for support and development of all interbank payment and information systems.* Developed and market tested a new offline funds-transfer product.
* Upgraded and repositioned existing worldwide online payment system.
* Created line-wide repricing plan to maximize target customer penetration.
* Developed strategy to integrate payment, information, and securities products.
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|  | A. Datum Corporation | 1994-1995 |
|  | Director, Special Marketing GroupCreated A. Datum Corporation’s first effective way to package and sell its diverse investment product line.Responsible for growth and profitability of A. Datum Corporation’s $13-billion consumer portfolio. Managed new product development, pricing and sales promotion.* Developed, positioned and introduced the Contoso, Ltd. Investment Portfolio, Contoso’s first mass-market integrated investment product. Created new portfolio selling concept to incorporate it into the branch sales process.
* Established more efficient Contoso, Ltd. core-account promotion tactics.
* Developed new investment-savings product.
* Created unique research method to guide new product development.
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|  | Woodgrove Bank | 1994 |
|  | Senior Area DirectorReorganized and redirected a large, problem-ridden branch business to restore balance and revenue growth.Managed eight Manhattan branches with $31 million net revenue and $1.2 billion total footings. Responsible for total branch performance including sales, service, control, revenue, and expenses. |