

RETAIL BANKING DIRECTOR

Summary

A highly creative professional with over 18 years of executive marketing and communication experience and a proven track record of successful projects from initial concept through completion. A high energy, results-oriented leader recognized for innovative tactics and demonstrated success at strategic/tactical planning, building large (over 200) highly effective teams focused on achieving production and financial goals, analytical and financial expertise. A talent for building and working with cohesive teams with strong problem solving skills, able to manage time-sensitive projects with multi-million dollar budgets. Proven success in increasing customer awareness, changing brands and image within the Santa Fe community and achieving growth and budgetary goals. Strong ability in working with all levels of an organization from entry-level employees to board members and community leaders.

Skills

- Strategic Planning
- Marketing and Communication
- Highly Creative
- Financial & Analytical Experience
- Facilities Management Experience
- Leading IT related Projects & Teams

Experience

Retail Banking Director Jan 2007 to Jan 2017

Company Name

- Provide leadership to all the NM & CO Branches and Private Banking within the Bank in the areas of loan & deposit growth; risk management; staff development and community involvement.
- Manage the training; facilities and real estate projects for the Company.
- Responsible for all the development, planning and execution of a deposit products & services strategy that supports the Bank's strategic plan in the delivery of all retail and commercial deposit product lines.
- Direct experience in annual budgeting and monthly financial reporting to the Bank's Board of Directors and Asset & Liability Committee.
- Participate in Executive Management; Asset & Liability Management; IT Steering and Compliance committees.

Marketing & Communications Director Jan 1993 to Jan 2006

Company Name

- Managed the relationship with the outside advertising agency, marketing assistant, contribution's & sponsorship's budget, project management, customer relationship software, coordinating special events, developed & managed the call center and all the branches for the Bank.
- Developed advertising campaigns, direct mail programs, Bankwide employee incentive programs, collateral materials.
- Participated in Executive Management and planning sessions on marketplace strategy and on pricing, product and investment strategies.
- Responsible for new product development and implementation.
- Responsible for implementation and management of Bankwide projects.
- Responsible for maintaining the Bank's corporate image, including signage, marketplace perceptions, market assessments to test the image.
- Responsible for the development of special events to attract and retain Bank customers.
- Advanced computer skills.

Operations Manager Jan 1986 to Jan 1993

Company Name

- Project Management for multiple technology related and product development projects.
- Ensured compliance with all laws and policies and procedures were followed by Bank staff in accordance with the regulatory environment.
- Responded to all audit comments and followed up on training and staff adherence.
- Managed training, merchant services and audits responses and follow-up for the branches.
- Wrote the teller & branch operations manuals in accordance with accepted policies & procedures.
- Kept policies and procedures updated and communicated to all branch personnel.
- Developed and managed the monthly reports of ATM profitability.

Education and Training

Graduate 2016 Leadership New Mexico

MBA , technology The College of Santa Fe Western States School of Banking at University of New Mexico technology

B.S.B.A , Business Administration management Northern Arizona University Business Administration management

Interests

Santa Fe Chamber of Commerce board member 2007-2012; treasurer the last 3 years *Partners in Education board member 2004-2006 *Junior Varsity tennis coach at St. Michael's High School

Skills

Adobe Acrobat, advertising, agency, ATM, Banking, budgeting, budget, call center, delivery, direct mail, special events, Executive Management, Facilities Management, Financial, financial reporting, image, investment strategies, leadership, marketing, market, Marketing and Communication, materials, Microsoft Excel, Microsoft Outlook, Microsoft Powerpoint, Microsoft Word, new product development, personnel, policies, pricing, product development, Project Management, real estate, retail, risk management, staff development, strategy, strategic, Strategic Planning

Additional Information

- AWARDS & COMMUNITY INVOLVEMENT *Santa Fe Chamber of Commerce board member 2007-2012; treasurer the last 3 years

*Partners in Education board member 2004-2006 *Junior Varsity tennis coach at St. Michael's High School *Best Bank in Santa Fe Award - five years in a row *Winner Business Excellence Award in the Large Business Category of the Santa Fe Chamber of Commerce and US West *Winner Best Employer of the Year of the Large Business Category Jennifer Lind