

## Before “Resume”

Thomas Warren

2343 Fifth Avenue  
New York, New York 11000

Home: 212-333-444  
Business: 212-555-1111

PREMIERBANK 1987 – Present

International Institutions Group 1996 – Present  
Director of Electronic Banking

Responsible for support and development of all interbank payment and information systems.

- Development and market tested a new offline funds transfer product.
- Upgrade and repositioned existing worldwide online payment system.
- Created line-wide reprising plan to maximize target customer penetration.
- Developed strategy to integrate payment, information and securities products.

New York Retail Bank 1994 – 1995  
Director, Special Marketing Group

Responsible for growth and profitability of the New York Bank’s \$13-Billion consumer portfolio. Managed New Product development, pricing and sales promotion.

- Developed, positioned and introduced the PremierBank Investment Portfolio, PremierBank’s first mass-market integrated investment product. Created new portfolio-selling concepts to incorporate it into the branch sales process.
- Established more efficient PremierBank core-account promotion tactics.
- Developed new investment savings products.
- Created unique research method to guide new product development.

Senior Area Director, Financial District 1994

Managed eight Manhattan Branches with \$31-mill net revenue and \$1.2 billion total footings. Responsible for total branch preference including sales, service, control, revenue and expenses.

- Put new management teams in place in three key branches.
- Reversed balanced declines by revitalizing business-account marketing.
- Establishing distribution strategy and plan for World Trade Center marketplace, including customer and business offsets.
- Initiated regional staffing efficiency analysis, which significantly improved branch productivity.

2343 Fifth Avenue  
New York, New York 11000

Thomas Warren

Home: 212-333-444  
Business: 212-555-1111

### Summary

**Innovative financial-services marketers with ten years at PremierBank and heavy package-goods products-management experience. Created new products. Built major business. Turned around problem brand, strong strategic thinker and tea builder.**

#### Areas of Expertise

- Product Management
- New Product Development
- Sales Management
- Electronic Banking
- Branch Banking
- Market Analysis

#### **PREMIEBANK**

1987 – Present

International Institutions Group

1996 – Present

#### **Director of Electronic Banking**

Created a multi-year business plan to restore PremeirBank's leadership in interbank electronic payments through the worldwide rollout of superior offline payment product.

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 reprising plan to maximize target customer penetration.
- Developed strategy to integrate payment, information and securities products.

New York Retail Bank

1994 – 1995

#### **Director, Special Marketing Group**

**Created the New York retail Bank's first effective way to package and sell it diverse investment product line.**

Responsible for growth and profitability of the New York Bank's \$13-billion consumer portfolio managed new product development, pricing and sales promotion.

- Developed, positioned and introduced the PremierBank Investment Portfolio, PremierBank's first mass-market integrated investment product. Created new portfolio selling concepts to incorporate it into the branch sales process.

- Established more effective PremierBank core-account promotion tactics
- Developed new investment-savings product.
- Created unique research method to guide new product development.

**Senior Area Director, Financial District**

1994

**Reorganized and redirected a large, problem-ridden branch business to restore balance and revenue growth**

Managed eight Manhattan branches with \$31-million net revenue and 1.3-billion total footings. Responsible for total branch performance including sales, services, revenue and expenses