

JOHN H. SMITH, M.B.A.

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CORPORATE COMMUNICATIONS EXECUTIVE | CUSTOMER SERVICE | BUSINESS OPERATIONS

Innate problem solver, marketer, relationship master, strategic visionary, PowerPoint specialist, and strong communicator

Master of Business Administration from Columbia University School of Business and Change Management, 2008

Bachelor of Science, Economics and Business Management from Syracuse University, 2000

Fluently Bilingual, Six Sigma Black Belt, CitiStocks, Technical & Financial Guru who is open to relocation.

Recognized for the ability to foster a collaborative, team-oriented approach to problem solving.

Creative thinker and self-starter with outstanding writing, multitasking, prioritization, organizational, and project management skills combined with a strong sense of personal accountability, commitment to community, and a positive service attitude.

- *Business Development & Organization Administration* ♦ **Broad, versatile, and visionary leader** with a twelve-year record of exceptional performance and promotions into complex leadership positions within accelerated time frames and with multiple transitions across boundaries such as level, scope of responsibility, business, and geography.
- *Public Relations & Social Media Development* ♦ **Driven, self-motivated, highly energized**, and recognized for the ability to translate corporate vision and mission into national and international strategies that exceed financial and organizational targets and contribute to better profitability, cost controls, process optimization, customer satisfaction, and service delivery.
- *Operations & Change Management* ♦ **Shape organizational performance** and responsiveness to business needs; vastly experienced at making clear, informed decisions under pressure, thoughtfully developing processes for long-term projects, and responding to short-term, highly political situations quickly, amicably, and effectively.
- *Strategic Planning & Implementation* ♦ **Build broader and deeper relationships** with multiple stakeholders across various businesses, functions, and regions; network externally and bring a calm, unbiased perspective; openly promote a winning attitude and foster transparent accountability while consistently exceeding performance goals and expectations.
- *Customer Service, Retention & Satisfaction* ♦ **Generate and implement innovative** breakthrough ideas that demonstrate leading-edge thinking; proficient at writing, defining goals, achieving predetermined, long-term strategic outcomes, executing against strategic objectives, and creating an environment with a disciplined process.
- *Process Improvement Optimization* ♦ **Assist senior leadership teams** in making sound, innovative decisions based on facts and business/industry knowledge gained through proactive research, benchmarking, networking, and experience; deliver value by providing sound judgment and rational recommendations around what works in complex organizations.
- *Cross-Functional Team Leadership & Training* ♦ **Recognized by** external and internal publications—through unsolicited feedback—as an exceptional contributor and sought-after key point-person who incorporates expertise into big-picture policies and plans while focusing on producing tangible business outcomes.
- *Staff Development & Corporate Liaison* ♦ **Exceeds at working** in specialized areas that require technical acuity while producing excellent quality and quantities of work; provide businesses with strategic support through thoroughly formed recommendations and insightful analytics that influence key decision makers.
- *Budget Management & Cost Controls* ♦ **Technical proficiency with PCs** and MS Windows operating systems and applications including in Excel, Word, and PowerPoint, as well as Developer Rights, SharePoint, Dreamweaver, HTML, Photoshop, Google Analytics, SSH Tectia; able to navigate and research the Internet and handle all e-mails in a timely and thoughtful manner.
- *B2B Marketing Strategy & Execution*
- *Sales Effectiveness & Multiple Marketing Choices*
- *Performance Agility & Communications Strategy*
- *Project Management & Team Leadership*
- *Regular C-level & BOD Projects & Interactions*
- *Data & Financial Analysis & Presentations*
- *Developed top brands with Discover, Kohls, Citicard, etc.*

PROFESSIONAL EXPERIENCE

More than 15 years' experience working for executives and providing strategic support; skilled at hiring staff members, leading and fostering productive teamwork, and demonstrating a commitment to excellence through personal performance.

JP MORGAN CHASE, Freeport, NY

2008 to 2013

Vice President - Chief of Staff Office, Institutional Clients Associates (2010-Present) - Promoted to plan, communicate, and successfully lead a diverse set of activities and high-visibility initiatives for the office of the Global Head of Operations & Technology—while delivering internal initiatives on a global scale for more than 115k employees in Operations & Tech.

- ◆ Developed a strong corporate infrastructure to ensure strategic initiatives are on track; followed up initiatives with performance analyses, insights, and executive reporting to measure the health and performance of critical initiatives; published results in the Board of Directors Letter; gained recognition in a case study written on Melcorp regarding the innovative use of technology to track communications impact.
- ◆ Considered by management as top talent and was relocated to New Jersey to lead human capital top talent program and project management and business support—in addition to becoming the primary liaison with the Finance department, HR, Product Marketing, and Creative Agencies.
- ◆ Coached O&T Chief of Staff on best practices within all forms of written communication including use of the correct tone in writing various and multiple documents, creating line of sight, and effective performance reporting.
- ◆ Demonstrated the success of initiatives and communications within the Chief of Staff sphere of control; developed communications strategies that facilitate leadership and achieve full employee buy-in for key initiatives; improved ICA's ability for senior leadership to meet the Community Reinvestment Act credit requirements.
- ◆ Architected and hosted events featuring leaders such as San Miguel, Juan Carlos, Jackie Orellana, Maria Santana, and Anne Hills; coordinated and executed high-potential HR programs such as ILERD SVP, and was the liaison with our Women's Leadership Council.

Senior Manager – TAME, Collections, Portugal, Spain & Palm Springs, FL (2009-2010) - Promoted to implement and optimize capabilities while establishing common standards throughout Latin America's call center operations; used advanced bilingual skills in Spanish/English, and led the leadership team abroad.

- ◆ Implemented key global projects (people scorecard, phone database, and treatments automation); processed streamlining and enhanced recovery/agency management processes to improve amounts collected; standardized reporting for these countries and quickly became knowledgeable in their laws, rules, and regulations.
- ◆ Created a comprehensive Quality Assurance program and communicated and implemented it across TAME; developed analytical framework, reports tool kit, analysis breakout, KPIs, abnormalities, and definitions to track project accomplishments and areas of opportunity.

Project Manager – Client Relations Experience, Consumer (2009) - Promoted to direct a vital business footprint transition of a 30-person Kohls Credit team to Minnesota; ensured successful service integration by listening to and grading hundreds of phone calls by scorecard, which after analysis, increased the quality of phone calls and customer service satisfaction.

- ◆ Interfaced cross-business units to lead hiring execution, system access and entitlements, space procurement, training plan development and implementation, expense forecasting, continuity of business and MIS controls/reporting.
- ◆ Supported client excellence programs such as revamping components used for measuring the quality of consumer calls to improve the Net Promoter Score (NPS).
- ◆ Led the Enkata First Contact Resolution (ECR) corporate-wide initiative to leverage a new \$120M vendor relationship that improved ECR; recommended a full rollout plan for imperative segments (same call-reason code, within time block).

Unit Manager – Rural Mortgage, Inc., Hayward, CA (2008-2009) - Led and managed a team of 10 new full-time employees (bilingual and escalations) to become a top-performing team, globally. Created Triage call-flow readiness for the housing reforms of 2008 that bridged teams across loss mitigation, collections, homeowner assistance team, and customer service.

- ◆ Achieved better-than-average effectiveness of 6.3% as compared to other sites, improved conversation rate by 15.3% while site average dropped 13.4%; consistently drove sales, exceeding expectations and achieving top place globally.

ADDITIONAL PROFESSIONAL EXPERIENCE

DISCOVER CARD, Wilmington, DE

2000 to 2006

Manager – Coverage Strategy, Small Business (2005-2006) - Framed, refined, and presented the Discover Card B2B value proposition (benefit of acceptance, payment strategies, and value story development), to executives at the Top 40 B2B target holdout companies in the medical, construction, and industrial supplies industries. Co-led the successful sales process of Commercial Insurance, a top-25 national holdout client representing \$70.0M.

- ◆ Led partnership with industry experts from Sean and Kinsel to formulate a corporate-level strategy that identified growth opportunities worth \$1.8M. Drove a simultaneous rollout to accelerate spend and merchant coverage growth in targeted SIC industry.

Director Assistant – Emerging and Retail Merchant Services (2003-2005) - Managed human resources, budgets, operating expenses, employee bonuses, and administrative functions for this organization with 115 staff members; met twice weekly with general manager to discuss PowerPoint presentations and industry development, technology, and building strong relationships with the top 50 clients.

- ◆ Ensured investment optimization and enforced Sarbanes-Oxley guidelines as the liaison with Finance and business; managed \$100M in Business Building Bonuses, \$20M in Operating Expenses, and \$35M in Advertising & Promotion funds for the team; partnered with Human Resources on talent assessment, BoxNet succession planning, organizational design, and recruiting.
- ◆ Led annual business planning across Ziacom, B2B, Retail, and Financial Services; developed multiple executive-level strategy projects including yearly strategy & goal presentation, quarterly business update reviews, business communications from the General Manager, and planned various client events for the industry including Aspen Nectar and Women on Wall St.

Senior Analyst – Stabilize Strategy, Card Acquisition (2002-2003) - Spearheaded an initiative that generated \$400M in incremental spend and \$25M in pretax income by leveraging offer decision optimization, data management, direct mail, call centers, and paperless statement delivery.

- ◆ Launched a new channel with best-in-class operational efficiencies that resulted in the highest telemarketing metrics at Discover Card, including a 40% conversion rate and a 200% increase over other call centers.
- ◆ Developed the direct marketing communication strategy for high-value card members, managing more than 35 campaigns including direct mail, outbound and inbound telemarketing, online Statement Marketing, and Blue Bird Airline partner channels, achieving a 60% increase in response rates, 200% conversion growth rate, and a 15% improvement in sales.

Analyst – Platinum Credit Card Portfolio (2000-2002) - Leveraged complex predictive models to forecast product preference, response behavior, and usage patterns of card members; created metrics to track and measure effectiveness of key strategies.

- ◆ Analyzed strategies for upgrades; managed eligibility, targeting, collateral, and scripts; introduced trigger campaigns that increased responses 150% and spending 90%; increased sales of Cirrus, Gold, and VIP Cards by more than 80,000 through targeted offers.
- ◆ Increased the number of Cirrus, Gold, and VIP Cards by 150% via direct mail campaigns; assisted in the launch of a higher-price point product suite card; conducted competitive benchmarking, developed collateral to support increased card fees based on the findings from redemption trends.

PROFESSIONAL DEVELOPMENT

Chair of Chase's Hispanic Employee Network with 1,800 Tri-State employee members (2012-present)

Treasurer / Cofounder of the Miller Toastmasters Club in Chicago, IL - Miller office (2012-present)

Columbia University Admissions Ambassadors Network (2000-present)

San Francisco Marathon Finisher 2002 & 2004; Vermont Road Runners (2001-present)

Led the United Neighbors Campaign and raised \$300k for the Tucson Site (2009)

Received Columbia University Consortium Fellowship Award (2006-2008)