
SALES STRATEGY / P&L / PRODUCT MANAGEMENT / PREPAID / GOVERNMENT / B2B

Highly accomplished innovative executive with experience identifying customer needs and developing customized solutions. Excels in business development, product management, process improvement, marketing, operations, P&L management, strategic planning. Results-oriented leader who works well as an individual contributor and as leader of a team. Proven track record of increasing sales and building deep multi-level relationships with partner organizations. A strong strategic thinker and team builder, who thrives on dynamic environments while remaining pragmatic and focused.

CORE COMPETENCIES

- Technology Partner Sales
- Grocery, C-Store Mass Merchant Channel Sales
- Enterprise Account Management
- Electronic and Walk-in Payments
- Process Improvement / Six Sigma Black Belt
- Strategic Alliances
- P&L Management
- Prepaid, Government, Telecom Verticals
- Government Sales
- Money Transfer Analysis & Strategic Planning

PROFESSIONAL EXPERIENCE

First Data Government Solutions, Atlanta, GA

2017 to 2021

Sales Director - Southeast

Provide solutions for key state and local government clients, higher education, utilities, and non-profits in the Southeast. Consulting services for QA, PMO, IV&V and process improvement. Create payment solutions for taxes, licenses, tuitions, donations, utilities and more. Develop direct to debit, prepaid and payroll solutions for the underbanked.

- Signed statewide master service agreements in North Carolina, Georgia, Tennessee, and Florida.
- Identified opportunity and sold consulting projects for Kentucky Child Support to improve the collection of payments
- Expanded credit and debit payment solutions at kiosks in Alabama Power office locations.
- Developed prepaid card program for Atlanta Housing Authority.

PaymentExecutive.com, Auburn, AL

2016 to Present

President & Founder

Global payments consulting firm with expertise in stored value, payments, financial services, banking, e-commerce, lending, remittance, cross border payments, tax, compliance and FinTech.

- Monitored and analyzed industry trends, developed Bill Payment, GPR, Gift, Payroll and Commercial card sales strategy for a leading Mobile Prepaid Platform provider.
- Provided sales, distribution, and compliance guidance to a FinTech developing a Cryptocurrency Gift card.
- Created payment industry content for PayBefore.com and PaymentExecutive.com

Western Union, Englewood, CO

2011 to 2016

Director of Product Management

Developed the corporate product vision and multi-year go-to-market strategy for Stored Value/Prepaid, Account Based Money Transfer, Retail Money Orders and WU Reload+ reload network. Led new product development, market research, sales strategy, roadmaps, expansion, and P&L management of each business line. Guided by market and customer analysis, developed marketing campaigns, promotions, and lifecycle messaging. Identified partner needs and sold SaaS solutions for Program Managers, FIs, Utilities, MNOs & Retailers. Created compelling business case to develop the Global Share Platform initiative utilizing APIs and modular SaaS solutions for repeatable and scalable payments expansion. Managed and developed top performing sales, product, and marketing teams. Managed the NetSpend, inComm and Green Dot distribution relationships.

- Signed MasterCard and developed TravelWise travel card –Winner 2014 Pay Before Best Travel Companion.

Andrew M Sullivan III

- Conducted market and customer analysis to rebrand/relaunch reload network for 140 program managers.
- Analyzed strategic opportunities to develop Global Share Platform and sold to 7 Strategic Technology Partners.
- Assessed, developed, and launched NetSpend Co-Brand Program 3 months ahead of schedule.
- Researched market demand, modeled economics, created plan to sell Receive Card into 14,000 locations
- Developed Online Bill Pay module to expand payments to bank and stored value accounts.
- Created and implemented scalable distribution processes and exceeded Tax Card quota by 125%

Jackson Hewitt Tax Service, Parsippany, NJ

2008 to 2011

Director of Financial Products

Lead and had complete P&L responsibility for iPower Visa debit card. Built compelling and integrated cases for new product concepts. Ran new product development, market research, strategy, and roadmaps. Created and implemented cardholder acquisition marketing plans. Provided the long-range strategic planning for iPower debit cards and other financial products. Managed and evaluated bank, processor, and Visa relationships.

- Increased debit card distribution over 200%.
- Leveraged ancillary products and merchant funded rewards to create a prepaid loyalty platform.
- Developed and sold in Visa Direct Deposit Sweepstakes to franchise network.
- Developed and sold in Pre-Season Line of Credit product to franchise network.

CompuCredit –Online Mall LLC, Atlanta, GA

2004 to 2008

Vice President-Business Development and Strategic Alliances

Managed a 20-person Sales Team. Had full responsibility for bottom-line factors, including company vision, long range strategic planning, product management and platform development for e-commerce joint venture. Developed the private label credit card program and created and implemented cardholder acquisition marketing plans. Managed our strategic alliance partnerships and increased new customer acquisition of credit products.

- Launched the company's first non-bank credit card.
- Signed strategic alliances that provide access to 150,000 retail locations
- Added 3500 prepaid debit card locations through direct sales efforts.
- Developed Debit Card payroll product.

Western Union, Atlanta GA

1993 to 2004

Area Vice President / Director of Market Development

Lead 5 state agent network. Directed all operations for Southeast DMAs and managed field sales force. Coordinated Six Sigma Kaizen Black Belt projects to increase revenues and minimize expenses. Created and implemented DMA specific marketing plans focusing on international transaction growth. Developed and executed product roll-out plans for key accounts. Rebuilt local sales organization and aligned it with long-term growth strategies.

Key Achievements

- Launched Prepaid MasterCard to over 1400 agent locations.
- Led a Six Sigma Kaizen project that reduced the activation cycle time of Direct Connect agents from 110 days to 10 days and a Marketing Planning Kaizen that reduced the development time from 6 months to 30 days.
- Created the Five Star Quality program used to rate over 46,000 Western Union locations

EDUCATION

Masters of Business Administration-Information Systems

Auburn University, Montgomery, AL

Business Administration-Psychology

Auburn University, Auburn, AL

AWARDS

President's Club

Top Regional Salesperson

Leader of the Pack

Top 10 Sales

First Leaders

Top Sales Managers