

CAROLINE MURN

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SUMMARY OF QUALIFICATIONS

Over 14 years in the financial services industry with experience in managing large-scale initiatives that require strong leadership, communication and organizational skills. Proven ability to build and lead collaborative teams to facilitate bank-wide projects resulting in the successful implementation of initiatives.

- Project Management
- Strategic Marketing
- Product Management
- Budgeting and Planning
- People Management
- Business Process Design

EXPERIENCE

Project Management

- Managed large-scale and complex projects across organization to build business line, product line and department. Established a corporate-wide Treasury Management/Cash Management Department and product line for a \$1.3 billion bank. Collaborated across functional areas including business line, retail bank, operations, IT and staff areas to lead teams to implement products, product enhancements, pricing, management reporting, customer service and training. Reported progress and initiatives to executive management and business line stakeholders. Established tracking for product sales, incentive programs and customer management. Oversaw budget, timeline, hiring and management of the various functions: sales, customer support and product management. The result was an increase in fee income of 54% over a three year period.
- Worked on cross-functional team for the successful bank-wide conversion to Altell mainframe applications for DDA, sweep and analysis systems. Created technical product mapping document for team and responsible for product mapping, communication, testing, management reporting and training of related Treasury Management products to the line.
- Directly responsible for e-commerce initiatives and rolled out a web-based commercial marketplace to the business line through a third party vendor, eScout. Established project plan to implement training, pricing, incentive programs and sales support. Managed third party vendor relationship.
- Led cash management system conversions to M&I analysis platform working with Operation, IT and Business line teams. Identified project steps, timeline, communication effort to stakeholders.
- Managed projects directed by executives relating to all areas of the bank. Implemented bank-wide strategic planning process and performed financial analysis of submitted plans. Facilitated new product and business line assessments by preparing market feasibility studies, product positioning and profitability analyses

Product Management/Strategic Marketing

- Determined product positioning, pricing and marketing plans that support corporate goals for various Treasury Management products including: analysis, commercial checking and savings products, sweep services, ARP, lockbox. Directed product enhancements establishing timeline, budgets and reporting for initiatives. Worked with Operations, IT and business line to implement new products, product enhancements and pricing.
- Collaborated with stakeholders to determine customer and product needs. Implemented programs to assist Sales and Operations achieve goals and a high level of customer service. Designed and implemented internal processes, policies and procedures, training programs, product communications, sales promotions and management reporting systems to support goals.
- Implemented sales strategies for the business line working with senior management to incorporate sales goals into incentive program for new sale and cross-sale initiatives. Developed management reports to measure product sales, support business line in client management, and tracking for incentive reports of cash management sales and business line.

People Management

- Over seven years experience of direct people management of professional and staff positions.
- Built a twelve-person Treasury Management Department for a \$1.3 billion bank. Hired and managed sales team, product managers, customer service representatives and administrative staff building complement as sales and products became established. Determined individual goals that corresponded to corporate goals, coached team members, and conducted management reviews. Established tracking reports to measure performance goals, collected feedback from stakeholders, conducted one-on-one monthly meetings.
- Managed the Collections Product team in Treasury Management Group for a subsidiary of Allied Irish Bank, Allfirst. Managed two product managers in the Collections Product Team; directed projects and pricing for collections product line including: analysis, ACH, commercial checking and savings, overnight sweeps, ARP and lockbox. Established team and individual goals, provided performance feedback quarterly and prepared end of year reviews.

EMPLOYMENT HISTORY

COLLECTIONS PRODUCT TEAM MANAGER , Vice President	Allfirst Bank (M&T Bank) Baltimore, MD 2000-2002
COLLECTIONS PRODUCT MANAGER , Vice President	Allfirst Bank (M&T Bank), Baltimore, MD 1997-2000
DEPARTMENT MANAGER, TREASURY MANAGEMENT Vice President	Citizens Bank (SunTrust), Laurel, MD 1992-1997
STRATEGIC PLANNING OFFICER , Assistant Vice President	Citizens Bank (SunTrust), Laurel, MD 1990-1991
MARKETING ANALYST , Assistant Treasurer	Citizens Bank (SunTrust), Laurel, MD 1988-1990

EDUCATION **MBA, PENNSYLVANIA STATE UNIVERSITY**
University Park, Pennsylvania

BACHELOR OF ARTS, ST. MARY'S COLLEGE
South Bend, Indiana

COMPUTER EXPERIENCE Windows: Office Professional Suite - (Word, Excel, Powerpoint)
Mac: iworks (Pages, Numbers)

LEADERSHIP EXPERIENCE

- Elected President of Board of Directors of the Bank Marketing Association, Central Atlantic Chapter, Received National Chapter Management Award
- Adjunct Professor in Marketing at Trinity College, Washington, DC, Spring Semester
- Elected PTO President for elementary school. Responsible for \$115,000 budget and coordinating teams for fundraising and community events. Initiate and led project team to create a five year IT business plan for the school.
- Appointed to School Strategic Planning effort to determine position, marketing and funding of private school for future growth and retention.