



BIOGRAPHY – GREN BLACKALL

Gren Blackall is a Practice Director working with financial institution clients in developing clear tactics for success, including strategies for innovation, business and retail customer growth, marketing, cash management, MIS/CRM, profitability, deposit and loan product design, social media, technology and strategic assessment/planning. Gren joined CCG Catalyst after a successful career on the front lines of banking and bank consulting, from sales to back office, Business to Retail, including SVP and EVP leadership positions in multi-billion regional banks. Gren believes the future of banking is going way beyond transactions to bring vibrant commerce and active, informed networks of people and businesses into the communities they serve. Gren has written extensively, including over 1,200 bank "thought leader" articles and has presented to Bank Conferences on many topics including strategic banking and employee motivation.

Specific Expertise Includes

- **Strategic Advisory** – strategic planning from assessment to Board presentation, retail banking, small business, commercial business, operations, technology, crisis communications planning, and marketing.
- **Marketing Strategies** – Online, Branch, Payments, Call Center, Social Media, Content Marketing, Communications, Sales specialization, System acquisition, MIS/CRM.
- **Deposit Growth** – Retail and Business, including product development, Cash Management services and sales, and specialization opportunities.
- **Customer Profitability** – As a management tool, sales incentive, growth strategy, customer negotiation, employee education, and CRM element.
- **Operations Center / Call Center** – Employee experience management, workflow efficiency, customer engagement, automation, call center sales.

Representative Work

- Bank strategic plan assessment, negotiation, and creation
- Systems Development over internal development as well as core systems management
- Headed MIS and CRM efforts.
- Developed and implemented Customer Profitability systems and related incentive programs.
- Line and Staff incentive system development
- Deposit growth strategy (retail and business)
- Managed the development of Cash Management System and built capabilities from automated REPO or MM sweeps to developing sales efforts.

- Numerous Retail Deposit products with standout features
- Design and managed construction of Operation Centers
- Developed Bank marketing strategy from traditional to the many sided work of content marketing, social media, unique event management and community network building
- Managed the development and management of a bank communication program
- Developed ALCO strategies for various banks from building simulation and gap tools to running the meetings and materials.
- Known for creative solutions for bank customers, from students to large commercial businesses
- Lead the development of multiple call centers.
- Developed and managed the implementation of internal profitability systems, deposit and loan pricing tools, multi-bank Fed Funds money movement, automated Repo and third party investment products, and investment portfolio simulation systems

Education

- BS in Mathematics from Yale University
- MBA from UCLA's Anderson School of Management