

## Jim Tylenda

### Executive Consultant and Head of Strategy, Product Development and Marketing

Jim Tylenda is Executive Consultant and Head of the Strategy, Product Development and Marketing Practice at Global Vision Group. Jim's career includes more than a dozen years of consulting to payments and banking firms, as well as over twenty years of senior-level payments industry and retail banking experience that encompasses business line management in both the B2C and B2B markets at several of the largest banking institutions in the U.S.

Jim has provided senior consulting expertise in the areas of business strategy, product development, distribution channel improvement, and customer acquisition and retention. Examples of his consulting engagement experience include:

- Defined strategic path for a super-regional bank's credit and debit card programs
- Evaluated payment card product opportunities and supplier options in European markets for a global financial institution
- Designed a nationwide network for consumers to load funds to prepaid cards at merchant and other locations for a global payment network
- Developed distribution channel strategy to accelerate customer growth for a large regional bank, incorporating priority consumer segments and geographic markets, required investments, and financial impacts

In operating roles, Jim lead the turnaround of the FleetBoston consumer credit card business, directed all marketing programs for the Bank of New York credit card program, lead the initial marketing effort for Citibank's American AAdvantage credit card, managed the First Chicago merchant/acquiring business to profitability, and was head of marketing and planning for Citicorp Acceptance Services. In these positions Jim:

- Developed multi-channel customer acquisition programs that achieved significant
- year-over-year customer and revenue growth
- Negotiated primary supplier contracts that produced double-digit expense saves and improved service delivery
- Developed and implemented marketing partnership programs with major retail and service brands
- Re-engineered sales, technology implementation, and customer support organizations, achieving performance improvements and expense reductions.

Jim is also a guest lecturer in the entrepreneurship program at the Whitman School of Management at Syracuse University on topics including strategy, organizational change, marketing, and market research.

Jim received his B.A. from Canisius College in Buffalo, NY, and his M.B.A. from Syracuse University.

