

# Jordan Baltazor

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## Objective

Serve my community Emergency Service District through my fifteen years of operation, analytic, sales, and consulting background focusing on efficient resource management and strategic planning.

## Education

Kansas Wesleyan University, Salina, KS - M.B.A., Business Management

May 2009

Friends University, Wichita, KS – B.S., Organizational Management & Leadership

July 2007

Dodge City Community College, Dodge City, KS – Associate of Arts

December 2005

## Experience

**Kasasa – Austin, TX**

**Apr 2011 – Current**

- **VP, Executive Client Success Manager**

**Jan 2013 – Current**

- Advise 'C' level teams at community banking institutions across the country with actionable consumer acquisition and retention strategies to support financial institution growth goals/profitability objectives.
- Create strategies engineered with marketing data, analytics, and market testing to drive new account holder growth, products per household, and overall profitability.
- Annually eclipse revenue growth and sales targets across a portfolio of 50-60 community bank and credit union clients while keeping financial institution profitability and goals at the focus of all contract negotiations.

- **Technical Account Manager**

**Apr 2011 – Dec 2012**

- Facilitated user acceptance testing by three hundred internal and external beta test users for new financial services product.
- Assisted in developing personal financial management tool available to hundreds of community financial institutions' customers by providing defect guidance and new feature enhancements.
- Provided daily technical guidance for over fifty financial institutions ensuring product quality for thousands of account holders.

**Premier Bank - Olathe, KS**

**Nov 2010 – Apr 2011**

- **Cash Management Officer**

- Solidified Cash Management & Treasury Services department by streamlining internal processes and controls.
- Developed relationships with 200+ Cash Management customers through support and cross sales of products and services.

**Farmers Bank of Kansas City – Overland Park, KS**

**Jun 2010 – Nov 2010**

- **Retail Operations / Customer Service**

- Developed retail footprint for commercially loan-focused institution.
- Created policies and procedures for transparent branch operations.
- Provided primary support to large treasury and cash management customers.

**Sunflower Bank, N.A. – Salina, KS**

**Sep 2003 – Jun 2010**

- **Online Application Specialist**

**Jan 2010 – Jun 2010**

- Managed development projects including retail & business Internet banking, mobile banking, online account opening, and other cash services processing over \$750 million annually.
- Cultivated lasting vendor relationships, focused on collaborative value for customers and shareholders alike.
- Provided internal and external customer service for bank and non-bank offered products and services.

- **Retail Support Manager**

**Jul 2007 – Jan 2010**

- Increased department standards and ownership to improve internal and external support through department accountability. Doubled support call volume in 8 months without addition of staff.
- Directed third-party vendor relationships including Internet Banking, Armored Car Services, Merchant Card Processing, and Check Provider. In total, all contracts under management exceed \$2 million per year. Total transaction value of relationships exceeds \$1 billion annually.
- Designed products and services while serving on Product Development Committee. Co-Chair Internet Banking task force charged with revolutionizing customer's online experience.
- Increased net return through process automation and control projects allowing for reallocation of 3 FTE
- Managed internal support department that provided direct support to 500 internal employees and external treasury management customers.

- **Branch Support Specialist - Trainer**

**Jan 2007-July 2007**

- **Teller Supervisor**

**Apr 2005-Jan 2007**

- **Customer Service Representative/Security Coordinator**

**Jun 2004-Apr 2005**

- **Teller**

**Sep 2003-Jun 2004**