

Jordan Baltazor

Experience

Kasasa – Austin, TX

Apr 2011 – Current

- **VP, Product Strategy**

Jan 2019 – Current

- o Developed subject matter expertise, pricing strategy, marketing strategy, and launch execution on new-to-market loan product.
- o Achieved cross-functional alignment to support updated strategy on relaunching a previously failed product achieving 1000%+ increase in originated loans and balances in under 4 months.
- o Created playbook for new and existing sales teams resulting in new sales lead generation while creating raving fans and referenceable client experiences.

- **VP, Executive Client Success Manager**

Jan 2013 – Current

- o Advise with 'C' level teams at banking institutions across the country with actionable consumer deposit acquisition and retention strategies to support financial institution growth goals & profitability objectives.
- o Plan, create, and execute strategies engineered with marketing data, analytics, and market testing to drive new account holders, products per household, deposits, and profitability for institutions across the United States ranging from \$100M to \$15B in assets.
- o Create new implementation and post launch support/consulting strategies for new asset product with Tiger Team of individuals from across the organization.

- **VP, Senior Regional Director**

Jan 2017 – Nov 2017

- o Successfully served as a temporary sales rep in the Southeastern United States while Sales team was reorganized from the ground up.
- o Exceeded previous record pace for new sales as a rookie while developing strong referral and reference network for future sales team.

- **Technical Account Manager**

Apr 2011 – Dec 2012

- o Facilitated user acceptance testing by three hundred internal and external beta test users for new nationally available financial services product.
- o Assisted in developing personal financial management tool available to hundreds of community financial institutions' customers by providing defect guidance and new feature enhancements

Premier Bank - Olathe, KS

Nov 2010 – Apr 2011

- **Cash Management Officer**

Farmers Bank of Kansas City – Overland Park, KS

Jun 2010 – Nov 2010

- **Retail Operations / Customer Service**

Sunflower Bank, N.A. – Salina, KS

Sep 2003 – Jun 2010

- **Online Application Specialist**

Jan 2010 – Jun 2010

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

- **Retail Support Manager**

Jul 2007 – Jan 2010

- o 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.
- o Designed products and services while serving on Product Development Committee. Co-Chair Internet Banking task force charged with revolutionizing customer's online experience.
- o 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

Education

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

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

Dodge City Community College, Dodge City, KS - Associate of Art