

## K. Shelly Porges

### Summary of Accomplishments

Highly experienced and innovative executive with a long track record of success in launching products, brands and companies, building winning teams, and creating breakthrough results for businesses.

### Experience

#### **Chair, Board of Directors, Count Me In for Women's Economic Independence** 2006-2009

Oversaw expansion of leading non-profit catalyzing growth of women-owned businesses.

- Identified key strategies to scale organization
- Oversaw financial turn-around from deficit to healthy financials

#### **Global Payments Experts llc., Bethesda, MD** 2002-2008

##### **Managing Partner**

Launched firm to advise clients on achieving breakthrough results.

- Developed customer contact and cross-sell strategy for major retail and online brokerage firm diversifying into other financial services.
- Headed launch team to develop business proposition for U.K.-based financial firm to enter U.S. market
- Led business development initiative to propel growth of data analytics and management firm in financial services and other industries. Helped company achieve over \$2million in first year revenues.
- Tripled membership base of non-profit professional group and raised \$1mm for scholarship fund.
- Developed plan for launching and re-energizing various card products in Asia.
- Developed a strategy and plan to build employee participation for nationwide retirement products firm.

#### **Georgetown University, McDonough School of Business** 2006

##### **Lecturer, "Strategies for Growth" case course**

#### **Scudder Weisel Capital, San Francisco, CA** 2000-2001

##### **Chief Marketing Officer**

First hire as part of dynamic executive team that launched firm offering alternative investments to high net worth investors and their advisors. Developed strategy to accelerate company profitability and recruit exceptional multi-functional team. SWC was a joint venture of Zurich Scudder Investments and Thomas Weisel Partners.

- Built team that included strategic information, investor and intermediary marketing, web production, advertising, direct and interactive marketing and public relations. Assisted in recruiting executive team including sales, customer service, legal, et al.
- Developed brand strategy and brand identity
- Developed branded customer care strategy working closely with operations team
- Directed Sapient in building news and brokerage website
- Launched business and garnered significant press coverage
- Developed integrated advertising campaign
- Led three major transitions in business strategy to respond to changing market conditions.

#### **ThirdAge Media, San Francisco, CA** 1999-2000

##### **Executive Vice President, Marketing**

Developed and launched strategy, including recruiting key team members, for the leading Internet portal site for baby boomers, resulting in largest financing of any online media company in 1999.

- Achieved record-setting growth in both visitors and registered users.
- In January 2000, The Industry Standard named ThirdAge one of the Top Ten Most Popular Sites on the Web based on growth in unique visitors (as measured by Media Metrix). ThirdAge grew to over a million registered users, a growth of over 400% during my tenure
- Launched both advertising and integrated marketing effort.

- Built team that included strategic information, interactive marketing, advertising and public relations.

**The Money Store, Sacramento, CA**

1997 – 1999

**Executive Vice President, New Business Initiatives**

Developed and implemented strategy for re-energizing growth of \$17 billion asset company resulting in sale of company for \$2.1 billion to First Union Bank.

- Launched Internet lending business expected to generate over \$100 million in loans annually. Established separate marketing and operations interface for accelerated business growth.
- Developed strategic alliances resulting in billions of dollars of loan volume. Developed operations plan for new subsidiary to house business.
- Identified quality problem costing company tens of millions in loan volume. Assembled team and developed plan and pilot to re-engineer process and solve problem.
- Developed a new product development process to re-energize business growth.

**Porges/ Hudson Marketing, Inc., San Francisco, CA**

1990 – 1997

**Founder and Chief Executive Officer**

Founded and built services marketing consulting firm to seven digit revenue stream, becoming one of the most well-known, well-respected boutique firms in the financial services industry.

- Innovated retention management approach and assisted a wide range of organizations in retaining their profitable customers, including banks, credit card issuers, and other industries, e.g. telecommunications.
- Developed a customer relationship strategy for SCE Corp, the second largest electric utility in the country and for Ameritech, one of the largest telecommunications firms in the country.
- Developed concept, brand positioning and launch for USA Value Exchange (USAVE), a revolutionary target marketing approach from First Data Corp., the largest payment systems processor in U.S.
- Selected by the U.S. Department of Labor to develop the marketing concept and launch marketing plan for a \$2 billion student loan program.
- Advised Stentor, the consortium of regional Canadian telephone companies, on the development and launch of the Bell Canada MasterCard.
- Developed new business concepts and implementation plans yielding incremental revenue in excess of \$75 million dollars for Chevron, the largest proprietary oil company credit card operation.
- Created the initial product concept and marketing plan for the Visa Cash Card at the 1996 Olympics.
- Developed portfolio improvement plans for several of the top 25 credit card issuers in the country.

**Bank of America, San Francisco, CA**

1987 – 1990

**Senior Vice President of Retail Product Management**

Managed the full range of marketing activities, an \$80 million marketing budget and a team of 120 professionals during the historic turnaround of the second largest bank in the country. Responsibilities included new product development, advertising, promotion, sales support, public relations and information management for all consumer & small business products (checking, savings, loans, bankcards & electronic banking).

- Grew retail lending by 140%, moving bank from #23 to #1 consumer lender in the country.
- Launched the Alpha Account, an integrated checking/savings account which achieved one year goal in two months and booked more new accounts in one year than any new bank launch in history, per the American Banker. Generally recognized as the hallmark of B of A's retail turnaround.
- Re-launched small business banking and reversed a multi-year decline in deposits of 14%, to achieve a 9% growth rate (a 23 point reversal).
- Launched Saturday Banking with a campaign that generated 45,000 accounts in 4 hours.
- Launched two new credit card products generating over \$1 billion in receivables in one year.

**American Express Canada, Toronto, Canada**

1985 – 1987

**Vice President - Consumer Card Marketing**

Managed the full range of marketing activities for the "Green," Gold and Platinum American Express Cards.

- Reversed decline in card base to achieve 20+ % growth.
- Launched aggressive customer quality effort which cut customer attrition rate by over fifty percent.
- Led international anti-attrition task force to cut attrition rates in the U.K., Germany, Australia and Japan & develop approach to be used in the rest of the world. Resulted in attrition reductions of 20% - 40%.

**American Express Company, New York, New York** 1977 – 1985

**Variety of marketing and strategic planning positions**

- Launched 1-800-The Card generating over half of new accounts through new channels.
- Worked closely with Risk Management to increase approval rate on new card applications.
- Launched Young Professionals Campaign leading to a 23% increase in new accounts.
- Doubled student card base in first year
- Led information services business and turned it around into a multi-million dollar profit center.
- Worked on initial integration strategy for Shearson acquisition.
- Developed first strategic plan for the merchant business, called "best in division" by Lou Gerstner (then President of Card Division).
- Developed first hotel guaranteed reservations program in the country, Assured Reservations.

**Education**

Cornell University, Ithaca, New York 1977

Master of Professional Studies, Hotel Administration

Cornell University, Ithaca, New York 1974

Bachelor of Science with Honors, Psychology

**Board Memberships and Honors**

- 2008-2009 Member, Chapter 2 Board, Capital Speakers Club
- 2007-2008 Chair, Corporate Sponsorship Committee, Enterprising Woman of Washington Event
- 2006-present Member, Business & Professional Women's Council, National Museum of Women in the Arts
- 2006-2009 Member, Leadership Council, American Israel Public Affairs Committee
- 2004-2005 President, Financial Women's Association of San Francisco
- 2002-2005 Board Member and Co-Chair, San Francisco Campaign, Jewish Community Federation
- 2002-2003 Board Member & Co-Chair-Marketing, Financial Women's Association of SF
- 2000-2004 Vice Chair, Annual Campaign, Jewish Community Federation
- 2000-2005 Member, Advisory Council, Cornell Entrepreneurship and Personal Enterprise Program
- 1998-2000 Board Member, Renaissance Holdings Inc. (Company sold to Household Finance in 2000)
- 1998-2001 Board Member, Pueblo Financial Corp.
- 1998-2000 Member, Financial Resource Development Committee, Jewish Community Federation
- 1997-present Member, Cornell University Council
- 1996 – 1998 Fellow, The Wexner Heritage Foundation
- 1996 Financial Women's Association Distinguished Member of the Year  
Founder and Co-Chair, Financial Woman of the Year Event  
Chair, Power of One Event, Jewish Community Federation
- 1992 – 2006 Member of Board, Financial Women's Association of San Francisco
- 1995 Conference Chair, Credit Card Forum VII, San Diego, CA
- 1994 Outstanding Volunteer Award, United Way of the Bay Area
- 1990-present Member, President's Council of Cornell Women
- 1990 – 1994 Vice Chair of Marketing, Member of Board, United Way of the Bay Area
- 1976 – 1991 Over 15 other board and committee positions.

**Personal**

Language capabilities include: Hebrew, French, Italian, and Spanish.