

Mario F. Farfan

RETAIL & BUSINESS BANKING SALES LEADER

Profile

Retail and Business Finance professional with over 23 years of exemplary experience delivering sales results across diverse financial services firms. Specializing at quickly identifying gaps through current state assessments and improving business operations by developing new processes and identifying the right resources to build cross-functional delivery teams. Skilled at outbound field sales and identifying business needs and translating them to recommendations, engaging with community leaders, evaluating and developing multiple solutions.

Areas of Expertise

- Business Development
- Community Influencer
- Executive Relations
- Retail/Business Solutions
- Diversity & Inclusion
- Employee Development
- Human Sigma
- Change Management
- Business Transformation
- Solution Delivery
- Digital Channels
- Project Management

Experience

1

Huntington Bank, Branch Manager

2021 - Present

- Managing portfolio of high value consumer and business customers. Leads the process of referring customers to other areas of the bank to meet customer needs, deepen relationships and build strong internal partnerships pursuant to OCR guidelines for the branch.
- Leading team to provide excellent customer service and effectively resolve customer issues.
- Leveraging available tools and technology to identify and present sales and service opportunities.
- Maintaining knowledge and educates team on all products, services, technology and policies.
- Maintaining active involvement in the community and develops key business and community relationships.
- Developing key internal partnerships to drive business in market area.
- Actively overseeing the recruitment / hiring process ensuring assigned market is staffed with colleagues suitable for Huntington's culture.
- Understanding branch sales, service, operations and financial performance.
- Demonstrating acumen in banking, investments, consumer lending, business banking, business lending, sales, sales leadership, customer service, process management, coaching, colleague development, communication and presentation.

Fiserv, Business Development Consultant

2020 - 2021

2020 – 2021

- Key initiator of creating and closing net new business to drive profitable revenue by selling Fiserv Card Services solutions within designated territory or assigned accounts.
- Independently develop selling strategies for assigned accounts and effectively interfaces regularly with executive levels.
 - Leverage executive level contacts to develop greater account coverage and create demand.
 - Develop strategies to utilize key influential individuals within client's decision process and creates action plans to influence decisions Secures funding for future customer initiatives by linking Fiserv's solutions to client's business issues to gain credibility at executive level..
 - Build internal and external industry networks to remain current on industry trends and describes Fiserv's value in the context of emerging market trends and how they affect the customer.
 - Articulate to the customer how Fiserv is better positioned than the competition to meet their business needs and objectives.
 - Prevent objections by uncovering customer concerns early and building consensus towards a mutual solution based on customer requirements

Associated Bank, Vice President, Market Manager 2018 - 2020

- Identified key gaps through weekly branch visits, banker/partner meetings and skill acumen 1-1 reviews
 - Increased Employee engagement from **60% in 17 to 85% in 18 and 95% in 19**
 - Partner referrals **increased by 20% YOY** from 2017-2018
 - Outbound Dials/Prospecting **increased by 25%**
 - **Received recognition for Customer engagement increase in 2018**
- Led Branch Managers to build out monthly Business plans/Presented plans on a monthly basis to review progress
 - Assessed Business Banking acumen support was needed which resulted in joint business outbound calling with managers in return sustained consistent appointments weekly
 - Process also improved pipeline movement
 - Credit card sales in Consumer and Business increased by 25% in 19 vs. 18
 - Business Household increased by 20% in 19 vs. 18
- Development of the vision and requirements for the KPI's (Retail and Business Banking) and providing creative (outside the box) solutions that improved **YOY results 30%**
 - Book of Business reviews with partners that created partner engagement and increased accountability- Increased **Consumer and Business Households 25% YOY 18 and 19**

PNC Bank, Retail and Business Banking Branch Manager 2007 – 2018

- Led multiple branches in 2 successful system and operational conversions also transforming a minimal sales culture to a consistent activity driven environment which resulted in the following:
 - National City Conversion success- Recognized as model branch in sales and operations performance in 2007 through 2009
 - PNC Conversion- **Garnered the Human Sigma 6 award in 2009,2010,2011 for highest customer and employee engagement in the company**
 - **Circle of Excellence winner in 2009 and 2010**
 - Led **Chicago region in Workplace Banking in 2nd & 3rd quarter of 2009-11, Exceeded branch goals in 2010 and 2011.**
 - Employee development that resulted in **12 promotions**
- Selected to the Virtual Wallet Executive Committee; was responsible for the Chicago/Wisconsin Market launch and growth of Virtual Wallet Households in 2011 through 2014
 - Virtual Wallet sales exceeded **over 175% of goal in 2011 and 150% in 2012**
 - Led event planning and staffing of Virtual Wallet events throughout Chicago and suburbs
- Volunteered for the Hispanic Segment Committee for Chicago/Wisconsin market led and managed multiple small to large events for the Chicago Hispanic market in 2009 through 2014.
 - Employee engagement increased by 40% overall through outreach and training events in Chicago

Wintrust Bank, Vice President, Commercial Banking Officer

2014 – 2016

- Responsible for CRA/Business Household and Lending acquisition increase
 - Attained 1.2MM in lending in 2015
 - Increased Business HH 20% YOY 2014 - 2015
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
- Identify opportunities for campaigns, services, and distribution channels that lead to an increase in sales. Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- Management and Research/Submit weekly progress reports and ensure data is accurate/ ensure that data is accurately entered and managed within the company's CRM or other sales management system. Track and record activity on accounts and help to close deals to meet these targets.
- Work with marketing staff to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner. Research and develop a thorough understanding of the company's people and capabilities. Understand the company's goal and purpose so that will continual to enhance the company's performance.

U.S. MILITARY VETERAN
(E3) 1994 – 1998 • U.S. Army

Education

Bachelor of The Arts – Concentration, Business Administration in Finance (Expected 2021)

Languages

Fluent in Spanish

Community Involvement

- Northwest Hispanic Chamber of Commerce, **Chair and Founder:** (2014 – present)
- Association of Latino Professionals in Finance and Accounting: (2011- present)
- Lake Zurich Chamber of Commerce: (2016- present)
- Hanover Park Village Board: (2014-present)
- Northwest Chicago Chamber, Member: (2009 – 2011)
- Latin Chamber of Commerce of Chicago, Executive Board of Directors: (2007 – 2012)
- Puerto Rican Chamber of Commerce, Board Member: (2009 – 2011)

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