

Jessica Marantz

• Kensington, CA 94707 •

CAPABILITY SUMMARY

Senior business manager. Twenty years of experience in creating and implementing business strategies driven by a needs-based approach combined with analytical rigor. Skilled in strategy development, complex business problem-solving, and cross-functional project execution.

PROFESSIONAL EXPERIENCE

Sr. VP, Strategic Initiatives & Field Effectiveness, Small Business Segment, Wells Fargo 2017 - present

Sr. VP, Regional Initiatives & Community Strategies, Small Business Segment, Wells Fargo 2015 - 2017

- Lead team of program managers and internal strategy consultants to develop and deliver Wells Fargo's national approach to serving small business customers through >6,000 branches.
 - Create and execute footprint-wide sales effectiveness programs, including field recognition.
 - Build banker and leader capabilities through resource and training innovation. Piloted and implemented a pioneering approach to assessing business customer cash flow needs. Catalyzed the overhaul of small business training curriculum for the first time in nearly ten years.
- Spearhead strategic initiatives for the line of business, including the 2015 industry-leading small business diverse lending study analysis, action plan, and communications approach.
 - Personally briefed the U.S. Small Business Administration, the National Association of Government Guaranteed Lenders, and staff of congressional offices and the Senate Small Business committee.
 - Drove initiative to assess the small business millennial opportunity and developed future strategic roadmap to address segment needs.

VP & Mgr, Regional Performance & Partnering, Small Business Segment, Wells Fargo 2009 - 2015

- Built and managed team of program managers to drive field engagement, activities, & results for branch-based sales to small business customers across the coast-to-coast Wells Fargo footprint.
 - Managed annual, multi-faceted Small Business Appreciation Campaign across 40+ regions nationwide, including recognition, collateral, sales tools, reporting, communications, and advertising/merchandising.
 - Identified regional sales performance opportunities and developed targeted programs/pilots.
- Managed the integration of initiatives across product groups, including the relaunch of the small business homepage on wells Fargo.com. Developed regional outreach plans in collaboration with product partners.
- Recipient of two promotions and two off-cycle merit increases within two years (and four promotions in five years). Winner of quarterly Service Excellence award for outstanding service to internal partners.

VP & Manager, Market Strategy, Small Business Segment, Wells Fargo 2008 - 2009

AVP & Manager, Market Strategy, Small Business Segment, Wells Fargo 2006 - 2008

Senior Market Strategy Consultant, Small Business Segment, Wells Fargo 2005 - 2006

- Managed team of internal strategy consultants and led strategic initiatives for product and marketing groups in the \$2 B Small Business Segment.
 - Developed strategic plan for industry-leading line of credit product with a goal of reaching \$800 MM in annual revenue within five years. Spearheaded customer, banker, and prospect research efforts.
 - Conceptualized and executed a regional program that resulted in a doubling of pilot region's cross-sell to new customers in a nine-month period; pilot was rolled out to more than 13 regions.
 - Led the implementation of an automated teller-to-banker referral project with a \$5.5 MM NPV. Created business requirements, developed business case, and secured more than \$500K in funding.
- Led key information and data analysis projects, including earnings submissions to investor relations and the annual review of Wells Fargo's position as the top U.S. small business lender.
- Recipient of two promotions and two off-cycle merit increases within two years. 2008 winner of annual Sales and Service Conference award for top 2% of regional banking team members.

PROFESSIONAL EXPERIENCE (CONT.)

Senior Marketing Consultant, Wholesale Internet & Treasury Solutions, Wells Fargo 2004 - 2005

- Created and implemented end-to-end strategies for Treasury Management Disbursements products with over \$110 M in annual revenue. Developed and executed “re-launch” of core checking products; designed expansion of credit card product into new customer segments.

Director of Strategic Services, WetFeet.com, Inc. 2002 - 2003

- Led the development, marketing, and sales of syndicated publications and custom consulting projects.
 - Managed all elements of syndicated publication production, including qualitative and quantitative research design, analysis and interpretation of findings, and report writing.
 - Delivered custom consulting projects covering various aspects of recruiting strategy.
 - Created marketing plan and sales strategy for subscription and unit publication sales. First published study was the company’s fastest-selling publication ever.

Director of Marketing & Business Development, TeleGeography, Inc. 1999 - 2002

- Strategized and executed all revenue-generating activities at a leading telecom research & consulting firm.
 - Increased company revenues by over 65% from 1999 to 2001.
 - Developed and managed direct mail and e-mail marketing campaigns.
 - Supervised outgoing/incoming sales, fulfillment, and customer service operations. Oversaw website content and e-commerce capabilities.
- Led Business Development efforts: sponsorships, strategic alliances, and product development.
- Oversaw company’s recruiting efforts during period of nearly 100% employee growth.
- Managed corporate communications, including press releases, outreach, and content licensing.
 - Achieved exposure in publications such as the *New York Times*, *Economist*, and *Financial Times*. Obtained over 60 references in business newspapers and magazines in November 2001 alone.

Senior Analyst, Dean & Company Strategy Consultants 1997 - 1999

- Developed and implemented the business strategy for a \$3 B start-up telecommunications client.
 - Supported \$125 M IPO and client growth from less than 50 to more than 1,800 employees.
 - Conducted analyses for client marketing group: forecasted revenue targets, analyzed customer acquisition costs by channel, and calculated impact of pricing changes.
- Managed on-campus recruiting effort at Yale and doubled the number of offers made from the previous year.

EDUCATION

Master of Business Administration (M.B.A.) May 2002

Johns Hopkins University, Baltimore, MD

- *Edward J. Stegman CPA Memorial Award*: for Academic Excellence

Bachelor of Arts, Economics and International Studies with Distinction in both Majors May 1996

Yale University, New Haven, CT

Summa cum laude, Phi Beta Kappa

- *Meltzer/Awdziejewicz Prize*: for an Outstanding Senior Essay in Economics
- *Bildner Prize*: for an Outstanding Essay in Portuguese on Brazilian Literature
- *Mead Cup*: to the Senior who Contributed Most in Leadership and Service to Berkeley College (Yale)

AFFILIATIONS

Trustee, Bay Area Discovery Museum Board