

Pedro Gerardo (Jerry) Silva

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Profile I am an experienced executive in the financial services technology industry. Having held operational, technological, and business roles for several top tier financial institutions over 15 years, I participated in, and oversaw, multiple innovations in retail banking, including a “next generation” ATM system and one of the industry’s first online banking deployments. As a Research Director for an industry-leading analyst firm I was a trusted advisor and strategist to financial institutions and technology providers in the areas of business and technology strategies. Most recently I was head of product strategy for a global software company, where I revamped the product management and GA processes while creating industry-leading banking and payments solutions.

Expertise

- Banking business and technology strategies and solutions, including payments, delivery channels, and fraud/security
- Solutions implementation, including project management, risk analysis, and business continuity
- Technology product management, marketing, and communications.
- Market analysis, business development, and sales of financial services technologies.
- Industry research best practices and research business growth.

Experience **PG Silva Consulting – Principal** **Boston, MA**
2008 - Present

Provide strategy, advice and material deliverables in the positioning, marketing, acquisition and implementation of technologies for the financial services industry.

- Market entry and new practice & product creation
- Product positioning, marketing, and sales strategies
- Solution deployment, project planning, architecture, risk assessment, team leadership
- Business, operational, and technology research and strategies
- Specific expertise in payments, delivery channels, and security

S1 Enterprise **Norcross, GA**
2008 – 2009

Vice President, Product Management

Directed Product Management and Strategy for Consumer Online Banking, Business Online Banking, Mobile Banking, and Payments solutions. Re-engineered and created new processes and products leading to lower costs and improved revenue for the company. Worked with professional services to define and deploy S1 solutions to clients, including leadership of the business analyst group. Helped the business unit achieve 150% of revenue and customer satisfaction goals in 2008.

- Managed Product Management & Marketing staff
- Led business analyst group responsible for solution definition and client deployment
- Oversaw the creation of innovative products in payments, online, and mobile banking
- Created formal roadmap and GA release processes resulting in improved product quality
- Formed alliances with key 3rd party vendors to improve adjunct solutions and services
- Participated in the development and deployment of company-wide strategies
- Helped initiate convergence of Corporate and Business banking products
- Revamped product price book resulting in more consistent market pricing
- Developed and published industry leadership whitepapers
- Guided business development and sale strategies
- Supported direct customer sales and user group events
- Worked with Professional Services to deliver customized and co-funded solutions
- Guided marketing programs and customer relationship initiatives
- Advised other divisions of S1 Corp on business and technology strategy

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| Experience | TowerGroup, Inc. | Needham, MA |
| | Research Director, Retail Banking & Delivery Channels | 2005 – 2008 |
| | Managed the Retail Banking, Delivery Channel, and Payments practices. Created and developed a new high-growth banking research practice with 30% revenue growth and over 90% client renewal rate. | |
| | <ul style="list-style-type: none"> • Created the Delivery Channel research practice, directed research agendas, recruited new staff, contributed to research content, and supported business development and direct sales visits to grow the practice 30% year over year while maintaining high renewal rates. • Worked with top tier banks and major software firms as a credible and trusted technology and business advisor • Led and participated in corporate initiatives to develop compensation policy changes and operational improvements • Provided subject matter expertise in conjunction with TowerGroup Consulting projects • Presented at and chaired industry events, including the annual TowerGroup conference • Provided press interviews, including radio and podcasts | |
| | Senior Analyst, Delivery Channels | 2000 – 2005 |
| | Created research content and supported institutional and technology clients | |
| | <ul style="list-style-type: none"> • Created and published original research content • Advised institutional clients on trends in financial services and technology • Advised technology clients on market trends, marketing strategies, and product positioning • Consultant on technology strategy and deployment projects for large institutions • Spoke at industry events and provided press interviews | |
| | CGI Group, Inc | Andover, MA |
| | Lead Consultant, Financial Services | 1999 – 2000 |
| | Helped start a new banking consultancy in the US. | |
| | <ul style="list-style-type: none"> • Architected the de novo Banking Consultancy group • Oversaw business development and marketing strategies for the new business. • Recruited staff for consulting engagement delivery • Delivered technology strategies and deployment services to financial institutions. | |
| | BayBank, Inc. / BankBoston Inc | Boston, MA |
| | Director, Network & Systems Planning / VP Technical Support | 1985 - 1999 |
| | Managed 2 nd level support of all systems, technical architect for new products | |
| | <ul style="list-style-type: none"> • Managed a staff of technical specialists supporting the bank's technologies. • Responsible for a multi-million dollar IT budget. • Supported product management for the delivery of new banking products and services. • Primary technical project manager in the development of innovative ATM technology. • Systems architect on the bank's first online banking product. | |
| Education | Boston University | Boston, MA |
| | B.A. Production and Operations Management | |