



## News Release

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**For Immediate Release:**

### **Distinguished Financial Services Executives Join Align fsc**

*Creates Powerhouse Roster of Consulting Resources to Help Financial Institutions Assess Opportunities, Focus Resources and Optimize Results*

**Atlanta, GA., January 12, 2010 (Business Wire)** – Align fsc, a consulting firm focused on helping financial services organizations achieve profitable growth, is pleased to announce the addition of five new consultants, including Russell Boyd, Chris Ensley, Karl Nelson, Peggy Bekavac Olson and Ron Remillard. These seasoned financial services executives bring broad knowledge and expertise to Align, creating a powerhouse of resources that can benefit financial institutions by assessing opportunities, focusing resources and optimizing results.

“The financial services industry, and banking in particular, has taken quite a beating in the last year,” says Chuck Bruney, chief executive officer and founder of Align. “The addition of high caliber consultants to the Align team like Russell, Chris, Karl, Peggy and Ron strategically positions us as a key player in helping financial institutions emerge from the recession stronger, more focused and poised for growth in what is an increasingly complex and competitive environment.”

Russell Boyd will focus on market research and strategic planning assignments, having completed hundreds of qualitative and quantitative studies for financial service providers in areas such as perceptual mapping, attitude/attitude awareness/usage, positioning, new product development, communications testing, name evaluation and market segmentation. Prior to joining Align, Boyd was the president of Dynamic Marketing Systems where he pioneered the development of automated marketing platforms for several multinational clients, including Barclays Bank. Boyd also developed the company’s Micro Merchant product line, designed to meet the marketing-on-demand needs of community banks and credit unions.

Chris Ensley will assist Align’s clients in developing stronger retail banking sales organizations, enhancing revenue opportunities and making sure that organizations have the proper team in place and adequately trained. Ensley has extensive retail banking experience and has advised clients over a wide range of business functions, including sales planning and execution, customer experience and performance culture strategies, plus overall retail banking strategy development, management and execution. Prior to joining Align, Ensley was vice president of regional banking for Flagstar Bank, and before that held numerous retail banking executive positions with

SunTrust Bank/National Bank of Commerce, including group vice president and area manager during his 13-year tenure.

Karl Nelson will provide Asset-Liability Committee (ALCO), funding and liquidity consulting and services for Align. During his 38-year financial services career, Nelson has worked for and with numerous organizations, including Silverton Bank, Promontory Interfinancial Network, Barnett Bank, Florida National, AmeriTrust, Society National Bank, FNB Atlanta and Chase Manhattan Bank. In addition, Nelson served as president and chief marketing officer for Institutional Deposits Corp. (SR), and as a senior vice president of the Federal Home Loan Bank of Atlanta where he managed marketing, strategic planning and trade association and regulatory outreach while serving on the bank's ALCO. Nelson is a popular industry speaker and is on the faculties of the Graduate School of Banking, the Graduate School of Bank Investments & Financial Management, the Financial Managers School, the Asian Banking Academy, as well as the state banking schools in Florida, North Carolina and Tennessee. He is also an organizing director and ALCO chair for a de novo bank in North Carolina.

Peggy Bekavac Olson is a 15-year financial services veteran and is responsible for supporting Align clients with their marketing and communications needs. During her career, Olson has developed marketing and communications strategies, campaigns and programs for many of the industry's top brands. She previously served as vice president of marketing and communications for the Total Systems Services merchant processing subsidiary, TSYS Acquiring Solutions. In addition, she has held marketing, sales, product management and consulting positions with leading technology providers developing solutions for core, teller, ATM, item processing, remittance, lockbox and card processing functions.

Ron Remillard has nearly 30 years of experience in organizational development, change management, process improvement, talent management and training. He is skilled in training needs assessment, curriculum design and development, training delivery, on-the-job reinforcement and coaching. Remillard spent 16 years at Georgia-Pacific where he established and served as Director of their Sales Training Institute. His financial services experience spans positions with First Atlanta Corporation and MOHR Development, plus consulting with SunTrust. On the Align team, Remillard will focus on talent management using a pragmatic, results oriented and cost-effective approach to align organizational behavior with strategic direction.

For more information about Align's consulting and tactical services for financial institutions, as well as complete bios on all its consultants, please visit [www.alignfsc.com](http://www.alignfsc.com).

#### **About Align fsc**

Align fsc is an independent consulting firm staffed by a team of professionals, each with extensive experience working for and with major financial institutions and financial services organizations. Our goal is to assist management of these institutions to respond more effectively to an increasingly complex and competitive financial services environment. We work with our financial institution clients to solve some of their most complex business challenges providing strategic marketing, planning and implementation services across three core areas: understanding, focus and execution. Additional information about Align fsc can be found at [www.alignfsc.com](http://www.alignfsc.com) , or by e-mailing [info@alignfsc.com](mailto:info@alignfsc.com).

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