

**Robert Owen**  
Senior Vice President



**Bob Owen is a senior marketing executive recognized for his ability to define strategic marketing direction and develop and execute creative marketing solutions that deliver superior results and bottom line profit.**

He is known for his unique talent to understand and identify broad marketing trends with the ability to translate those opportunities into executable marketing initiatives, which sets him apart. This skill is supported by his broad experience in brand development and management, marketing planning and marketing communication, including advertising, direct marketing and online.

Bob is recognized as someone who can distill the complexity of strategic objectives into actionable marketing solutions. He does this through a practical and creative analytical ability.

Bob has over 25 years of marketing management experience in the financial services industry in a wide range of roles. Most recently he was Senior Vice President, Director of Consumer Marketing at SunTrust Banks located in Atlanta, Georgia, one of the top ten banks in America. In this role, he created numerous marketing programs that delivered bottom line results.

Examples of his contribution include:

- Increasing new client acquisition by over 60% through a charitable giving client reward program.
- Developing a comprehensive consumer segmentation analysis and recommendation to define four high opportunity market segments used to target key audiences and drive all marketing activities.
- Creating a multi-faceted client on-boarding, cross-sell and retention programs that improved client life-time value.
- Building a differentiated brand value proposition for small business through an insightful understanding of small business owners' needs and characteristics, that successfully strengthened SunTrust's position in the market place.
- Improving organizational performance through an enhanced marketing planning process and organization design.

In addition to his work in the financial services industry, Bob also worked in consumer product sales with Procter & Gamble and marketing research sales with Information For Business.

This experience was instrumental in helping him develop a keen understanding of the importance of sales integration as a key component of executing successful marketing strategies.

Owen has a Bachelor of Science degree with a major in marketing from Marquette University.

