

Greg Gray
Senior Consultant

Greg Gray has an accomplished career in brand building, design and merchandising with a consistent record of results. His perspective comes from a background that spans a wide range of industries, including retail, healthcare, and financial services.

Throughout his career, Greg has developed and implemented creative and innovative concepts in facility design and merchandising. Greg brings a unique set of skills to every engagement and operates effectively at high-level marketing strategy, as well as tactical execution. He has unsurpassed expertise in combining the requirements of aesthetics, floor plan traffic-flow and operational efficiency with compelling design.

Greg began his career in retail design at MODE, an international retail design and build company based in Atlanta, GA. During his tenure, Greg developed the prototype design for the National Vision Association (NVA) / Venture optical centers. He also worked closely with other NVA stores throughout the US, Czech Republic and Mexico with retailers such as Wal-Mart. In addition to his work with NVA, Greg also worked with private practitioners and major retailers, such as Rich's and Macy's, with custom fixture design and space planning.

Most recently, Greg held the position of Senior Vice President and Director of Creative Services at IBT Enterprises, Inc. (IBT), a leading retail branch design and construction firm. In this role Greg worked to expand IBT's product offering. His work included prototype development and a new branding package for Jackson Hewitt. He also worked with Mail & More copy and mail centers to develop a complete Franchise package including custom fixture design and interior and exterior merchandising standards.

Prior to that Greg served as the Senior Vice president of Design and Engineering. He lead a staff of 18 architects, designers and construction superintendents. During his 19 years at IBT, he worked with more than 200 banks, thrifts and credit unions and played a lead role in the custom design and construction of over 1,500 branches throughout the United States and abroad. His work has included every aspect of the branch design/build

process -- from needs analysis to site survey, schematic design, architectural plan development, and project management. These projects centered on all aspects of the delivery system including brick and mortar, in-line retail storefronts, in-store branches, kiosk units, and stand-alone ATM facilities. Greg has a strong operations background and he has helped clients to streamline operational processes, optimize facility design and enhance the customer experience.

Greg is an expert in segment-based branch design. Through this customer-centric approach, he has helped clients to optimize their sales and service opportunities and to create a compelling branch environment and a unique customer experience. Working interactively with clients, he has employed highly innovative techniques such as environmental graphics, electronic media, concierge stations, community centers and "pod" models. Greg also has extensive experience in the successful application of electronic merchandising and signage and environmental graphics. Through his many years of banking industry work, Greg has gained a deep knowledge of the vendor/provider community for all aspects of branch design and merchandising. He has been effective in managing large teams of architects and designers, and he has a practical, on-site construction management experience.

Greg has a BFA in Interior Design from Georgia State University. He is a frequent speaker at industry conferences and he has been featured in articles in the American Banker, Credit Union Times and Credit Union Technology.