



John Groesbeck
Senior Consultant

John comes to Align FSC as a distinguished financial services marketing executive with over 20 years of experience in the banking, credit card, insurance, investments and mortgage industries.

Under his management, organizations such as Chase Manhattan Bank and Merrill Lynch have achieved growth in revenue, profitability and market share through successful product development, marketing and brand management.

During his 15 year career at Chase Manhattan Bank, John had a number of responsibilities beginning with Retail Bank Marketing where he led development and launch of new and re-engineered asset and liability products in a newly competitive environment.

Chase grew its customer base and gained market share, effectively positioning itself as a major competitor in the retail banking arena. Subsequently, John had responsibility for the national development and launch of the Gold Visa/MasterCard, and introduced the first 3rd party investment and insurance products which significantly expanded the Bank's competitive positioning and increased its market penetration.

In the mortgage division, John created a unique sales and marketing program for key corporate accounts which diversified the source of business for loan officers.

John was a recipient of the Excalibur Award for excellence in leading a corporate wide initiative to build a comprehensive marketing approach to Chase's investment capabilities.

In 1998 John joined Foresters, a life insurance company based in Toronto, Canada, as Vice President Marketing for the US. As part of a major corporate re-engineering, John was asked to develop a comprehensive marketing capability supporting a field force of over 1000 agents.

Under his leadership, the full range of marketing functions were created, products were developed and improved to be competitive in the US market, and a complete

set of selling tools was built to provide the field force with enhanced selling capabilities.

At Foresters, John also led a corporate re-branding which helped position this 125 year old company as a contemporary and competitive organization with a unique positioning in an increasingly generic marketplace.

In 2006 John joined Merrill Lynch where he was responsible for product development and product management, market research and segmentation analysis for secured lending products.

John began his career in advertising where he had account management responsibility for leading consumer brands in the financial services and package goods industries

John is a graduate of Rutgers University where he received both his BA and MBA degrees. He holds Series 7 and 66 securities licenses.

