

Peter K. Thomsen
Strategic Partner

Peter Thomsen has over 30 years of management and leadership experience with diverse financial institutions; American Express, Citibank, Michigan National Bank, California Federal Bank and Golden 1 Credit Union. During his Citibank career he had management responsibilities for correspondent banking, credit cards in Europe, Middle East and Africa, and branch management in Chicago.

As President of Michigan National Bank he had direct responsibility for streamlining the many bank subsidiaries and rationalizing the branch network. He also supervised; marketing, consumer lending and mortgage banking. As Executive Vice President for California Federal Bank he was responsible for integrating the wide spread branch structure into one with 350 branches in California and Nevada. At Golden I Credit Union he was Senior Vice President responsible for the turnaround of Call Center, expansion and modernization of branch system, Loss Prevention management and automation and served as the Bank Secrecy Officer (BSA).

His management experience has included developing strategic plans; for credit cards, branching, Internet banking, call centers, loss prevention, investment and insurance services and marketing and sales. He has also been responsible for leading and planning major programs; organizational and operational efficiency, branch merger integration and expansion, quality improvement and sales development. His search for quality improvement in banking has involved the development of specific programs patterned on Deming and Crosby and has led to successful improvement and achievement of goals.

His experiences on the lending side of banking have included responsibility for; credit cards, home equity, residential mortgages and auto lending. This has involved the development of plans and programs for; exiting, expanding and improving efficiency and quality of these businesses.

He has lead initiatives to increase sales through a variety of cross-organizational sales incentives and tracking. In one major effort, the sales of investments and insurances through bank branch resulted in growth that

delivered a major boost to fee income and profit.

His early career included advertising agency account management for consumer products and product management that focused on developing new products and their introduction to the market. During his financial services career he also had responsibility for market, sales management and market research.

Mr. Thomsen has served on the board of STAR Network and FSCC (Financial Services Center Cooperatives, the largest credit union shared branch network).

Mr. Thomsen has an MBA from Harvard Business School and a BA from Dartmouth College.

