

Peter Davidson
Strategic Partner

During his career he has led teams from strategy development through successful implementation in virtually every area of Retail Banking and Payments including Credit Card, Mortgage, Consumer Lending, Telephone / Electronic Banking, EFT / POS, and, most recently, Stored Value. Pete has worked for and/or consulted with a wide variety of organizations in the financial services industry, including national, regional and community banks, credit unions, and processors.

Most recently, Pete was Executive Vice President of Genpass, Inc., where he led, through its successful acquisition by US Bank, the effort to bring a range of Stored Value products to market. He was also heavily involved in the rollout of MoneyPass, the nation's fastest-growing Surcharge-Free ATM Network, as well as the sales and marketing of Genpass traditional ATM and Debit card Services.

Before joining Genpass / US Bank, he worked with Chuck Bruney as President of Speer & Associates, a leading international consulting company to the Consumer Financial Services Industry, where he led strategic consulting engagements in the Retail Banking, ATM, POS, and Debit and Credit Card arenas. Pete personally led engagements that included the development of e-Global, the shared ATM / POS Network in Mexico; the formation of Moneris, the joint venture in Card Processing and ATM Services between the Royal Bank of Canada and the Bank of Montreal; and the development of strategies for Unibanco (the 3rd largest bank in Brazil), Chase Merchant Services, TSYS, MasterCard, Commerce Bank of St. Louis, and many others.

Prior to Speer & Associates, Pete served as Executive Vice President at HSBC USA and President of HSBC Mortgage, with responsibility for managing its consumer businesses, and Senior Vice President at

CoreStates Financial, where he managed the credit card and consumer lending businesses and developed remote banking strategies. Pete was the lead executive on teams that introduced a series of innovative products including the first national variable-rate credit card, the first major cash-back Visa card, card access to Home Equity Lines of Credit, the use of Airline Miles to sell Retail Banking Products, the first stored value card designed specifically for Credit Unions and Community Banks, and the first national ATM card-based executive credit line. Pete is currently the CEO of Brooks FI Solutions. He holds a B.S. in Economics from the Wharton School of the University of Pennsylvania in Finance and Accounting, and an MBA from Widener University in Finance. Pete has served on a number of consumer, credit, and national card association boards and committees, including the Visa Marketing and Operations Committees, the Board of the Krannert School of Consumer Credit, and the Government Relations Committee of the Consumer Bankers Association. He has been a frequent contributor to industry publications and is considered and expert presenter to industry groups.