

Shelley Singleton
Senior Consultant



In her 20+ year career in banking and advertising/public relations, Shelley has worked across a wide variety of financial institutions including banks, credit unions, payment companies and insurance providers. Shelley's talents are of greatest benefit to Align FSC clients in engagements that involve the development of broad marketing strategy, market segmentation schemes, product development and management, channel delivery strategies and field sales training.

Most recently, Shelley has worked on the agency side with a focus on delivering higher cross selling success through a combination of internet based marketing communications and innovative customized sales training programs, and the systems necessary for setting specific campaign goals and tracking results. Additionally, Shelley worked with several financial institutions to develop consistent product branding, create and communicate unique value propositions, and define advertising/media/public relations strategies to maximize consumer reach and brand recognition.

As Vice President and eCommerce Product Manager at Bank One (now Chase), Shelley led the Bank's effort to enhance its on-line banking capabilities and integrate it as a main-stream channel in the Bank's broader distribution network. Her worked involved leading cross-functional marketing and IT teams that combined marketing strategies and objectives with technical specifications, performance metrics, scripting and rigorous testing, an effort that led to the positioning of Bank One as a leader in delivering eCommerce applications to its customers.

While at Bank One, as the Vice President of Retail Sales Development and Segmentation Manger, Shelley also led a highly successful effort to align the Bank's delivery channels based on the profitability of customer segments.

Through a rigorous analytical process, Shelley and her team developed detailed customer segmentation models that predicted the marginal income contribution of acquiring new individual households by demographic segment. These models were successfully used to drive target marketing efforts of specific products to specific demographic groups.

Earlier in her career, as Vice President and Marketing director at Team Bank (*later Bank One and then Chase*), Shelley led a marketing team that implemented acquisition marketing plans for 16 financial institutions acquired by Team Bank over a 2 year period. This challenge included reengineering and rationalizing product lines and pricing, evaluating and creating service quality metrics through customer surveys and mystery shopping programs, and consolidating best-of-breed training programs for customer-facing personnel.

Shelley also started and managed her own company for 5 years, Marketing Matters, Inc., focused on strategies and tactics to improve marketing effectiveness and redefining the public relations function for greater results by focusing on targeted consumer groups.

Shelley has a Bachelor of Business Administration in Marketing and a Bachelor of Arts in Economics from Southern Methodist University in Dallas, Texas. She is also a graduate of the Caruth Institute of Owner Managed Business from Southern Methodist University.

Shelley has been nationally recognized with the prestigious "CLIO" marketing award for her Bank One business development marketing campaign. She has been nationally recognized by the Bank Marketing Association twice, once for "Best of Print Advertising" award for a home improvement loan promotion and "Golden Coin" award for her IRA deposit campaign.