

Vijay Balakrishnan

Strategic Partner

Vijay Balakrishnan has over 30 years experience in technology and payment systems. He has held executive positions at both large and small technology companies in general management, sales and marketing, engineering and product development.

He has a successful track record in the marketing and deployment of payment systems technology at Global Top 50 banks, mid-size banks, credit unions and community banks, including debit, credit, ACH and check processing. Vijay has extensive global experience, having conducted business in over 45 countries.

Vijay is President of StratEx LLC where he offers consulting services to financial institutions and technology solution providers in the following areas:

- Strategic Marketing including positioning and launching products and services, developing product and service roadmaps, and establishing strategic alliance and joint ventures in the U.S. and across the globe.
- Business Process Improvement including software development and implementation process optimization using on-shore, near-shore or off-shore resources.
- Mergers and Acquisitions including development of diversification strategies, operational due diligence and comprehensive post-acquisition integration (ranging from brands and messaging, product rationalization, organizational alignment and systems integration).

Vijay began his career as an engineer in the aerospace industry, where he designed flight control systems, including the propulsion control system for the Space Shuttle. He moved to payment systems when he joined Deluxe Corporation to help the check printer diversify into technology based banking services. Many of the business ventures that Vijay worked on as Director and later VP of Business Development, became part of eFunds (now part of Fidelity Information Services).

Vijay joined Equifax as VP of Marketing where he crafted the international expansion strategy for the credit card processing division which later became Certegy (now part of Fidelity Information Services). While at Equifax he also led Marketing for Equifax secure, a division focused on identity fraud prevention and secure e-commerce.

During the Dot Com era, Vijay joined the management team of Telemate, a small technology company specializing in Internet security. The company was taken public and successfully sold. Later, at Alogent Corporation (now part of Jack Henry Associates), Vijay as EVP Products drove the company to a position of early leadership in the remote deposit capture space in the U.S. and the U.K..

Metavante (now part of Fidelity Information Services) recruited Vijay as VP Strategic Marketing, to integrate four acquisitions in the check imaging and document processing space. He successfully led the creation and launch of Metavante Image Solutions-a new division with clearly positioned products and services addressing large banks, mid-sized banks, credit unions and small banks.

As Chief Operating Officer at VSoft Corporation, Vijay drove the re-positioning of the company and its products to drive growth, particularly in the credit union and community bank marketplace. Vijay is a frequent speaker at industry conferences like Bank Administration Institute (BAI) events, and has been quoted widely in publications like *The American Banker*, *Bank Technology News* and *Banking Strategies*.

Vijay holds Bachelors and Masters degrees in Electrical Engineering from the University of Illinois, and a Masters in Business Administration from the Wharton School of Business.