

NASEER NASIM

President & CEO of Baker Hill

Speaker Kit



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NASEER NASIM

President & CEO of Baker Hill



For over 25 years, Naseer Nasim has been a student and practitioner of transformational leadership. Naseer believes that the only way to drive profitable and sustainable growth is through the relentless pursuit of excellence in culture, people, and process.

Recognized as one of the leading technology executives in the financial software and solutions industry, Naseer's experience spans from senior executive of a multi-national, publicly traded organization to privately held and startup companies. Throughout his 25-year career, he has achieved record financial results, increased market share, increased customer satisfaction and Net Promoter Score, improved and expanded VAR/OEM relationships, and increased productivity and employee engagement.

Naseer was named President and CEO of Baker Hill in September 2015 when the company joined DMA where Naseer was serving as President and CEO since January 2015. Prior to DMA, he was Account Processing President of Fiserv CUS; President of Bluepoint Solutions; VP of Business Development of Harland Financial Solutions; SVP of Business Development of Aurum Technology; CIO of Umpqua Bancorp; President of Alliance Technology; CIO of Security Bank Holding Company; President and Founder of Bankers Allies; and Consultant to WellPoint, Saban Entertainment, Kinko's, Pinkerton Security and Investigation, and GTE Communications. Naseer has won numerous awards and recognition for business turn around and driving growth successfully and profitably.

Naseer is passionate about helping clients succeed. In his new role, Naseer will consult with Baker Hill clients to provide guidance and expertise on leveraging technology to drive more profitable relationships. His hands on and action-oriented approach in helping his clients reach their goals are among the many valuable assets Baker Hill brings to its clients. Naseer is a leading expert in the areas of strategic planning, risk analysis, and creating sustainable and profitable growth. He is a top-tier speaker at financial services industry conferences.

Naseer graduated cum laude with a Master of Business Administration degree from University of Phoenix. He also holds a Bachelor's of Science in Computer Science from University of Kansas. He holds numerous certifications in leadership, finance, banking, management, sales/business development, business, and technology.

HONORS & AWARDS

Cross Sell Achievement Award – Fiserv – 2013

Orange Flag Award – Fiserv – 2013

Excellence Award – Fiserv – 2013

100% Club Inductee – Fiserv – 2010

Highest Contributing Sales Executive in Company History – Harland Financial Solutions – 2007

SPEECH TOPICS

Profit Risk & Profitability

- Effective Profitability Integration – How To Get The Profitability Equation Right
- Pioneering Profit Risk and Sustainability – How to Re-Focus The Income Statement
- State-Of-The-Art Product, Channel and Branch Profitability – What Are The New Analytics
- Profitability – How To Integrate Funds Transfer Pricing, Product/Channel Costing And Risk
- Profit Risk: Why This Is The Vital Third Leg Of Risk Management
- Moving From A “Volume-Driven” To A “Profitability-Driven” Sales Culture
- Branching Strategies: How To Develop A Plan Based On Market Profitability Potential
- Profitable Marketing: How To Make The Marriage Of Marketing, Sales and Finance Work
- Profitability And Funds Transfer Pricing: Living Happily Ever After
- Integrating Profitability Into Sales Management
- Incentive Plan: How to Focus Sales Staff on Profitability, Not Volumes
- Developing And Utilizing Profitability-Driven Incentive Plans
- Product Profitability: How To Measure This And Ensure That The Product Line Is Doing The Job

Management & Leadership

- Leadership – What Are The New Essential Competencies
- Ground-Breaking Strategic Plans – How To Compete In Today’s Environment
- Balancing Risk with Growth: How To Make This Happen
- Branch Break-Even Analysis: How To Ensure That Your Branching Strategy Is In Focus

Marketing & Market Segmentation

- Creative Modeling Technologies – How To Utilize Artificial Intelligence For Profitability Growth
- The New Social Media – How To Leverage Communications For Profitability Growth
- Innovative Marketing, Selling and Pricing To The New Generations – How To Penetrate GenX/GenY
- The Perfect Recipe For Marketing Success: The Do’s And Don’ts In Building A Marketing Plan
- Share Of Wallet: What Is It And How Do I Measure It
- Marketing To The Upscale: It’s Not What You Think
- Business Services: How Can Credit Unions Penetrate And Compete
- Leading The Next Generation: Unlock The Mysteries

Database Analytics

- Big Data – How To Effectively Transform Data into New Intelligence
- Database Vendor Due-Diligence – How To Meet The Challenges
- Cloud Technology – How To Use The Cloud For Innovative Database Management
Marketing Segmentation: Powerful Or Ineffective, And How To Make Sure You’re Doing It Right

RECENT PRESS ON NASEER NASIM

[**CreditUnions.com**](#) – MBL Boost Helps Lift Some GAC Spirits – February 2016

[**American Banker**](#) – Bank Revamps Tech as ‘Bulwark’ Against Online Lenders – March 2016

[**CUES**](#) – Ramping Up Business Lending – March 2016

[**CU Today**](#) – How To Take Advantage of the New MBL Rules – March 2016

[**BankNews**](#) – Doing More with Less – May Issue

[**Credit Union Journal**](#) – Why ‘Not for Profit’ Doesn’t Mean Not Making a Profit – May 2016

[**Credit Union Times**](#) – The Value of Analytics and Automation in Millennial Marketing – June 2016

[**BAI Banking Strategies**](#) – Improving Returns on Marketing Investment – June 2016

[**The Financial Brand**](#) – Turning Consumer Data into Dollars – July 2016

[**BAI Banking Strategies**](#) – Small Business Lending: Can You Compete? – September 2016

[**CUES**](#) – CFO Focus: Steering with Business Intelligence – September 2016

WHAT'S THE WORD?

“Having worked with Naseer for over five years as the CEO of a client and a member of the XP2 CEO Advisory Board, I have developed the utmost level of respect and appreciation for his sharp and practical business acumen and his thorough commitment to his clients' needs and best interests. He has impressed me with his genuine interest and concern for the human and personal aspects of business relationships. His integrity is impeccable; I have always known him to do the right thing in every situation. In our many one-on-one and group discussions, Naseer has consistently demonstrated his ability to articulate his insights into the problem or the opportunity and to offer a reasonable solution or approach. He assembled a talented and dedicated team and applied his vision and leadership to completely turn around a seriously faltering business at XP2. I can confidently recommend Naseer for his experience and skills as a proven business strategist and leader”

-William Raker, President/CEO at Firefly Credit Union

“I have known Naseer for over 13 years. In that time, we have worked together and become good friends. Naseer is an incredibly intelligent executive with a strong character and the highest integrity. I recommend Naseer to organizations that value leadership, integrity, and ambition. Naseer's passion and ability for growing companies and developing associates makes him a very valuable asset.”

-Niles Bay, COO/CTO Baker Hill

“Naseer Nasim, without exaggeration, is one of the best leaders I have ever had the pleasure to meet. He combines the analytical skills, communication skills, and character values that empower his team to perform their best, maintain their loyalty, and succeed even in difficult situations. I have consulted over the last 30 years with Fortune 100 companies, non-profits, government agencies, universities, and significant for-profits, I can count on my right hand those that have reached the standards of excellence in Naseer. I trust him and would recommend him to anyone seeking to improve themselves, their organization, or their environment.”

-Dr. Tony Baron, Director and Associate Professor of Christian Leadership & Spiritual Formation at Azusa Pacific Seminary