

## RESUME

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Ronald Lake

Sep-2007

### OVERVIEW

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During his professional career, Ronald has been working in the broad field of finance from corporate finance in commerce, government and manufacturing, to banking and information technology, applied to banking.

A high level summary indicates high professionalism and commitment to performance with passion for customer service and establishment of long-term relationships. Received The Chairman's Sales Award 2001 from JLC Corporation.

His main fields of expertise are:

- Marketing and Sales / Business development in international markets using consultative approach.
- Management of third party alliances and procurement of internal resources.
- Providing consulting and educational programs.

### SUMMARY OF PROFESSIONAL EXPERIENCE AND MAJOR ACHIEVEMENTS

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While in banking, besides working in retail and corporate credit, being highly accountable for planning and net profits, completed important assignments like Co-authoring the development of a financial planning program that became the standard for years at the bank and created industry surveys to identify the target market and redesign of products and services, evaluating the macro risks involved. During his last years at the bank, was promoted to the Financial Department providing help in credit analysis, credit policy and operations in Latin America.

At JLC Corporation the most important achievement has been to create the brand awareness through the Latin American / Caribbean region and receiving the Chairman's Award in 2000. Most of his activity was concentrated in marketing / sales / consulting in MIS for financial institutions, covering the broad financial management field: strategic planning, budgeting, profitability analysis, activity based costing, funds transfer pricing, balanced scorecards and financial reporting (known as a whole as Corporate Performance Management). Most recently the emphasis came in risk management applying the Basel II standards for Market Risk, Credit Risk and Operational Risk, using advanced modeling techniques.

### EXPECTATIONS

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An ideal fit to Ron's professional expertise would be to apply his broad knowledge of business and financial management to business development in Information Technology, for financial institutions and across industries / verticals.

### PERSONAL INFORMATION

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### EDUCATION

New York University – New York, NY

Master in Finance. 1975.

Marketing Management program. 1985.

Boston University – Boston, MA

B.S. School of Management. Class of 1972.

Major in Finance.

### WORK EXPERIENCE

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**1 JLC Corporation**                      **Current - 15 years**

Fortune-1000 firm. Provides Technology and Consulting for Financial Institutions.

#### **SUMMARY - SALE OF APPLICATIONS AND CONSULTING TO FINANCIAL INSTITUTIONS.**

Projects involved the interaction with disparate data environments, variety of core systems and Datawarehouses. Consulting services, providing advisory to banks in the use of the applications for obtaining better results as well as providing educational programs to help understanding the methodologies being implemented or establishing policies. Managed annual sales budget over a million dollars. Articulated support and created my own marketing and promotional

strategies like road shows, mail campaigns, web conferences and prospecting with key accounts. Detailed marketing strategy by product/country. Supervised one product consultant. Indirectly supervised project implementation as responsible for the conclusion of the projects sold and collection of accounts receivable. Applied excellent relationship management and used consultative approach. Visible results in cross selling to existing customers. Most recently concentrated in big tag items: Corporate Performance Management (integrated performance management and financial reporting systems) and Risk Management systems for international regulatory compliance (Basel II). Received Chairman's Sales Award in 2000.

**a) Jan 96 to present. 13 years.**

Division: **JLC Corporation**, Charlotte, NC

Position: Regional Manager - Latin America & The Caribbean.

Location: First seven years in Bogota - Colombia, then relocated to Miami, FL.

Products: Planning, budgeting, profitability and risk management for financial institutions.

**b) Apr 94 thru Dec 95. 2 years.**

Division: **JLC Corporation** HQ in NYC, NY.

Responsibilities: Bank Consultant for Credit Policy, Credit Analysis and Back Office Operations. Design, installation and training of Credit Analysis Software.

**2) Autoparts Corporation**

Autoparts and OEM for auto assembling companies in Colombia. 300 employees.

**12/92 thru 12/93. 2 1/2 years.** Financial and Administration Manager

Implemented financial budget, cost accounting and financial reporting structure for the company and affiliates.

**3) Bank of Today, Inc. – Lima Peru**

Commercial banking.

**Nov 92. 7 years**

Responsibilities: As Relationship Manager-providing full banking services to major corporations elaborating lines of credit, credit scoring, risk analysis and coordination with Parent Account Managers around the world.

As Marketing Unit Head, the creation of nationwide structured analysis for target markets and risk according to industry and economic sector characteristics.

Special tasks accomplished:

Co-author of the Financial Projections Model for financial analysis.

Creation of the financial database of the major 1,000 corporations.

Establishment of the Target Market processes at industry level.

Country Risk Asset Review in Haiti.

Consulting in Credit Policy and operations to banks in Latin America.

**ADDITIONAL INFORMATION**

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Languages: Spanish (Native) and English.

Sports: Jogging, golf