

Brian Day

The Members Group
1500 NW 118th Street
Des Moines, Iowa 50325
Phone: 515-457-5221
briand@themembersgroup.com



Summary:

Business professional with a strong background in business process analysis, product development and project management.

Areas of Expertise:

- Leadership
- Business analysis
- New business development
- Management
- CRM
- Microsoft Excel
- Analysis
- Project management
- Marketing
- Product development
- Business development
- Strategic planning

Professional Expertise:

Director of Digital Strategy

2015 to Present
The Members Group (TMG)
Des Moines, Iowa
Ensure consistency and effectiveness of online and mobile channel offerings.

Senior Product Manager

2013-2015
The Members Group (TMG)
Des Moines, Iowa
Led development and execution of strategies for mobile, rewards and ACH lines of business.

Dwolla Project Leader

2011-2013
The Members Group (TMG)
Des Moines, Iowa
Responsible for business development of Dwolla product within the financial institution channel.

Product Development Architect

2010-2011
The Members Group (TMG)
Des Moines, Iowa
Identified, researched and implemented new products for the financial institution marketplace.

Process Consultant

March 2010-Aug. 2010
Self-employed
Des Moines, Iowa
Analyzed organization's business processes and recommended improvements and efficiencies through file automation and procedure creation.

Customer Implementation & Support Supervisor

2007-2010
SHAZAM Network (ITS, Inc.)
Johnston, Iowa
Led team that successfully implemented financial institutions onto the SHAZAM Network.

Business Analyst

2006-2007

SHAZAM Network (ITS, Inc.)

Johnston, Iowa

Responsible for identifying product needs and formally communicating those needs via product requirements to IT for development.

Staff Market Analyst/Market Analyst

2002-2004

Maytag

Newton, Iowa

Responsible for providing analytical tools to Maytag product teams to assist in the management of product lines. Worked with industry association to report Maytag shipment figures and used return data to create company market share tracking report.

Forecasting Specialist

2004-2006

Pella Windows

Pella, Iowa

Developed forecasting tool that tracked product line sales at Lowe's Home Improvement stores for Pella Vinyl Division. Created reports to track performance of new products versus forecast.

Market Analyst

2000-2001

Amana Incorporated

Amana, Iowa

Conducted market research project meetings with product managers and engineers to define the information needs of market research studies. Designed surveys, conducted consumer interviews, interpreted and delivered results.

Education:**University of Northern Iowa**

1996-2000

Cedar Falls, Iowa

Bachelor of Arts, Marketing, Psychology