

Dear Forty Under 40 Panelists,

Organizations that specialize in innovation need creative, strategic thinkers driving them. I am proud to say that Brian Day is one of those individuals at TMG (The Members Group). TMG is dedicated to creating customized, technology-driven card processing and payment solutions for credit unions and community-based financial institutions across North America. As our company's Director of Digital Payments Strategy, Brian advocates for continuous innovation and cutting-edge payments technologies, which help us differentiate ourselves in a competitive marketplace.

From the time I joined TMG in early 2014, Brian has continually impressed me with his ability to manage new payments enhancements and propel them forward with tenacity and vigor. While helping lead TMG to exploit its current area of expertise, Brian is also a strong proponent of exploring new frontier and market opportunities that will help define TMG for the future.

Brian's leadership in the development of TMG's mobile banking app demonstrates his ability to explore innovative ventures. This innovation provides clients with a customizable, brandable app TMG will build on their behalf. Brian noted that many smaller financial institutions don't have the funds to develop their own mobile apps and correctly identified an opportunity to provide them with a necessary product. His efforts have been instrumental in developing the app and positioning it for launch.

During our time together at TMG, I have appreciated Brian's steady demeanor. He acts as a calming influence with clients, building their confidence in him and in TMG. Our clients know they can put their faith in Brian to deliver the products and services they need to be successful in the competitive payments marketplace.

Brian possesses a keen sense of the digital payments industry and the wisdom to identify trends that will drive the industry forward. Both of these qualities have helped him advance in TMG from an entry-level position to a director in less than six years.

Please, feel free to contact me, if I can provide any additional information or clarification.

Sincerely,
Melanie Barker
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