**Paul Fairleigh**

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**Business Development, Product Management and Sales Executive**

An entrepreneurial and highly accomplished business development and product marketing executive with a strong history of delivering innovation and results. Significant experience developing and leading cross-functional teams to solve difficult business problems. Proven track record in business and partnership development. Leverages outstanding interpersonal skills to cultivate strong client relationships, optimize customer experience and continuously provide strategic insight to build new business and drive sales.

**Areas of Expertise and Industry Experience**

Insurance | Personal and Commercial Lines | Payments | Card Acquisition, Usage, Retention | Client Relationship Management | New Business and Sales Development | New Product Development | Consultative Sales | Cross-Functional Team Leadership and Management | P&L Responsibility | Risk Management | Carrier and Broker Management | Claims Center Management | Affinity Program Development and Management

### PROFESSIONAL EXPERIENCE

## **MasterCard International, Purchase, NY 2002-2015**

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## **Vice President, Category Development/Product Management – Insurance & Security Products** [2010-2015]

Drove product creation and revitalization efforts to improve performance of existing product portfolio, launched new card and insurance products, created new revenue opportunities to drive sales:

* Impacted 200MM+ cards through development and implementation of new ID Theft benefit. Drove global RFP, presented recommendation to, and received approval from, executive management.
* Reached 42MM affluent cardholders through the design and deployment of the new benefit through multi-channel distribution. Deployed two new web sites as well as mobile. Led cross-discipline team; technology, web design, product(s), pricing, legal, competitive analysis, third party insurance company, call center.
* Managed $26MM+ North American insurance program; oversight of four underwriters, third party actuarial firm, third party claims center, two insurance brokers, multiple non-insurance service providers. Primary liaison with U.S. Region and Corporate finance to insure loss and claims expenses remain on budget.
* Created transaction based travel insurance program where travel insurance product was offered and then billed when an airline transaction was made on a qualified MasterCard card.
* Optimized $10MM annualized cash flow through establishment of new claims payment process.
* Realized $9MM one-time improvement through analysis of reserve holdings, renegotiated new contract terms related to three insurance benefits.

#### Vice President, Risk Management and Vendor Compliance – Cardholder Solutions [2008-2009]

Successfully managed performance and risk across diverse set of insurance underwriters and service providers to achieve highest level of customer satisfaction while adhering to strict compliance requirements within a highly regulated product category.

* Captured $5MM savings in year one and realized a 25% reduction in overall program loss cost through implementation of new loss control measures in supply chain management.
* Achieved 35% increase in customer satisfaction scores. Led Six-Sigma task force, identifying opportunity to change underwriting criteria, shortening insurance claim life-cycle through reduced submission requirements.
* Reduced new product implementation time by six full months with new technology integration. Enabled immediate coverage verification through web service platform.
* Insured 100% risk and regulatory compliance of multiple products across multiple countries. Designed single customer experience and underwriter reporting criteria across products, countries and regions.

#### Vice President, Strategic Partner Development & Sales -- Advisors [2002-2007]

Created new international business model that established first ever for-profit program within MasterCard. End-to-end responsibility for driving sales at the executive, C-suite level, then structured and implemented a customized product set and customer experience that drove repeat usage and built brand equity.

* Sold to the global bank’s insurance lead, a regional program (four markets, three supplemental insurance products) that generated new GDV of $142MM in year one.
* Created, implemented new programs that delivered against customer strategic objectives; card activation, usage, retention, incremental GDV, cost containment. Achieved sales goals and three-party revenue goals while providing consumer access to valuable new products

### PREVIOUS EXPERIENCE

**Chase Manhattan Bank, New York, NY**

**Vice President, New Product Development and eBusiness - Chase Cardmember Service**

* Identified and constructed core functionality for CCS on Chase.com in support of developing e-business strategies - On-line card issuance, Internet account access, Electronic wallet, Web page design.
* Lead and managed a staff of 17 across four New Product Development teams; Market Research, Product Development, Product Launch and Implementation and Product Management.
* Managed five IT Development Teams to create functionality on Chase.com while coordinating development activities with the larger corporate development of the Retail bank.

#### Vice President, Director of Strategic Planning - Chase Insurance Agency

* Developed strategic/marketing plans across all LOBs to increase cross-sell insurance revenues.
* Identified customer segments within business units, Mortgage, DDA/Debit, and Small Business - developed and marketed relevant product sets, Travel, AD&D, Credit.
* Worked with senior division executives, channel management, marketing and finance to maximize insurance penetration and revenues by customer segment while mitigating regulatory risk.

**Vice President, Business Line Manager - Chase Insurance Agency**

* Responsible for largest P&L in Insurance division, contributing $380+ million commission revenue annually.
* Managed all aspects of credit insurance program: including contract negotiation, business planning, underwriting, filing and compliance, customer acquisition and retention programs and customer satisfaction policies.
* Initiated regression based models to improve financial impact of telemarketing and direct mail programs, reducing expenses and increasing premiums.
* Led development efforts for Hong Kong and Mexico markets, managed existing products as well as sourced and implemented new direct response insurance programs. Sourced mandatory and optional products in compliance with Mexican insurance law.

#### Second Vice President, Senior Product Manager - Chase Bankcard Services

* Supervised out-bound telemarketing program utilizing multiple outside vendors. Reduced cost-per-sale by 41% within first quarter 1995. Fielded new scoring model that increased sales conversion by 50%.
* Restructured customer service policy to achieve 28% increase in retention and reduce premium refunds by 50%, resulting in a targeted savings of $2 million to the Bank.

**Foote, Cone & Belding, (FCB Direct), New York, NY**

 **Account Supervisor, AT&T - Consumer Long Distance**

 **Account Supervisor, RJR Nabisco – Winston**

 **Account Supervisor, Northwest Airlines - WorldPerks Loyalty Program**

**Ogilvy & Mather Direct, New York, NY**

 **Account Supervisor, American Express,** **Cardmember Marketing**

####  Account Executive, American Express, Personal Card Acquisition

### ADDITIONAL QUALIFICATIONS

* **Property and Casualty Producer License - State of Connecticut**

### EDUCATION

**The University of Houston – Clear Lake** Master of Business Administration (**MBA**) – Marketing

**The University of Texas at Austin** Bachelor of Science (**BS**) – Advertising