

BRIAN TOWNLEY

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BrianTownley.com

EXECUTIVE LEVEL LEADER

Expertise: HR/Training and Development ... Marketing Development.... Strategic Planning... Leadership Management

Goal-driven and dedicated professional offering practical and progressive career success in the banking, real estate and professional development industries. Recognized for propelling performance to unprecedented levels through hands-on leadership and aggressive training and development initiatives. Talented in applying comprehensive profit and loss analysis to optimize strategic planning efforts, achieving the trust and confidence of executive management and business stakeholders. Highly respected for the ability to conceptualize and implement innovative sales programs that achieve unparalleled success. Excellent qualifications in talent management, human resources, developing loyal employees committed to company success. Strategic-thinker, adept at executing initiatives aimed to boost staff performance and process efficiencies. Thrives on challenging opportunities to resolve problems within fast-paced work environments.

CORE COMPETENCIES

- Budget Development
- Media Relations
- Customer Satisfaction
- Real Estate
- Human Resources
- Coaching Management
- Incentive Planning
- New Business Development
- Public Speaking
- Sales and Marketing
- Strategic Planning
- Training and Development
- Event Coordination
- Published Author

CAREER MILESTONES

- Author of two leadership publications. "RIPPLEEFFECT: Leading from the Core" (2015) and "Inspiring Leadership: Unleashing Motivation in the Workplace (2011)."
- Launched and host of Curiously Speaking Leadership Podcast. www.CuriouslySpeaking.com
- Sold \$4 million in residential real estate while managing marketing for the brokerage in 1st year.
- Proven ability to lead management teams to achieve million-dollar revenue gains. Propelled bank deposits from \$250 million to \$500 million in assets through effective talent management tactics and sales programs over a 20-plus year period.
- Created an aggressive business development culture of promoting the bank through civic groups, chamber, sales tactics and staff motivation.
- Recognized as a top rated motivational speaker in the conference circuit, providing insight and instructional strategies on multiple topics within human resources, marketing and leadership development, and sales, enhancing the skills of the country's leading bankers and driving their institutions to new levels of success.
- Created and coordinated in-house training/coaching programs for all bank personnel and job functions.
- Achieved a 48% increase in income by writing a formal marketing plan and formulating pricing scheduling schedules for three distinct products.
- Developed and implemented employee sales campaigns that resulted in approximately 400% sales increases during a 10-year period.
- Promotion of a sales and service-oriented culture with employees that have more than doubled the size of the bank since promoted to Director of Marketing without acquisitions. Developed sales and incentive cultures and associated cross-training programs within the bank that are recognized by leading industry publications as the most effective within the country for their success rates due to employee buy-in.
- Published hardback book *Inspiring Leadership: Unleashing Motivation in the Workplace* in 2011 and further created a training program based on the book content.
- Created & taught a two-day Sales and Leadership workshop to professionals from nine countries in Southeast Asia.
- Created *Chiseling a Leader* presentation with Emmy award-winning journalist Brandon Lee. Released as a training DVD based on the program.
- DiSC Assessment Training Certification - Inscape Publishing 2011
- Developed employee benefit packages for all employees to receive 100% of bank benefits including health insurance with an average increase of 5% annually since 2005.
- Coordinated the design of a new bank website in 2012.
- Served as event emcee for 19th annual Gold Star Gala with more than 450 in attendance with a live performance by The Temptations. Raised over \$250,000 for the Metroplex Behavioral Health Center.

CAREER PROGRESSION

PROFESSIONAL DEVELOPMENT SPECIALIST **2006 - Present**

Provide career consulting and coaching services through counseling, teaching, facilitation, publishing and program creation.

PARAMOUNT REALTY & MANAGEMENT **2016 - Present**

Vice President – Paramount Realty & Management – Waco, Texas 2016-Present
Responsible for professional techniques specializing in the marketing, listing and selling of new and resale luxury homes, residential communities, condominiums, home sites, undeveloped land and commercial, investment opportunities as well as property management.

THE NATIONAL BANKS OF CENTRAL TEXAS (PREVIOUSLY PEOPLES BANK) **1987 – 2014**

Senior Vice President – Director of Marketing and Human Resources – Waco, Texas 2004–2014
Awarded repeated promotions by this bank with \$500 million in assets located in five markets with seven branch locations to play a key role in corporate strategic business direction through the management of a \$500,000 marketing budget and Human Resources department, including benefits and talent management for more than 180 employees. Responsible for personnel efficiency ratios.

- ✱ Eliminated a major expense by releasing the bank's advertising agent and transitioning to handling the task internally.
- ✱ Implementation of the organization's strategic and long-range goal planning function.
- ✱ Updated the bank's generic brand message to a new message describing the bank as a trustworthy industry leader throughout Central Texas with distinct products and services.
- ✱ Chosen by the Board as the elected bank spokesman due to highly effective communication skills.
- ✱ Enhanced employee satisfaction, minimized turnover and reduced exposure to risk by maintaining an up-to-date employee handbook with current policies and procedures.
- ✱ Provided training and development opportunities for all employees as well as an improved benefits plan, including part-time associates, which has reduced turnover from 50% to 20% and improved employee satisfaction by 70%.
- ✱ Talent management developer and coach, which involved evaluating job openings, recruiting, hiring, training, motivating, planning incentives, conducting performance evaluations and succession planning.
- ✱ Developed innovative employee incentive programs that increased organizational efficiency and reduced costs while offering generous plans to all employees, raising morale and enhancing employee satisfaction.

Vice President of Operations, Cashier – Gatesville, Texas 1995–2004

Challenged to supervise five branch locations, an in-house data processing center and call center. Scope of responsibility included directing a management team of 12 that included branch managers, data processing supervisors, and client services supervisors, accounting department supervisors and operations assistants.

- ✱ Enhanced customer service, improved account report generation and made records more readily accessible by leading the bank through a successful conversion to a new computer system.
- ✱ Created a quality control department and electronic services department without hiring any additional employees by optimizing workplace efficiency, streamlining job functions and determining which roles in the bank could take on additional responsibility.

Branch Operations Manager – Hewitt, Texas 1991–1995

Advanced to manage branch sales of products, new business, operations, customer service and tellers, which involved hiring and direct supervision of a staff of 15.

- ✱ Developed the "Know Our Customer" program contest, which enhanced customer service for the branch and maintained a visible presence on the bank floor, interacting with customers and providing a visible example of customer service excellence for staff to emulate.
- ✱ Through leadership and customer service initiatives grew branch asset size from \$12 million to \$22 million.

Teller / Booking Supervisor – Hewitt, Texas 1987–1991

Brought on to serve as Paying and Receiving Teller, working the lobby and drive-through with responsibility for opening new accounts, processing loan payments and handling work in the proof department. Oversaw customer service calls, processed and mailed bank statements, balanced settlement accounts and serviced ATM machines.

KWTX-TV – Waco, Texas

2005 – 2012

On-Air Television Financial Expert

Chosen by this CBS Affiliate station to host a six-week series called “Money Tips” and “Moms Everyday” providing banking advice for consumers during the noon broadcast.

- Success of the Money Tips segment resulted in offer to serve as the station’s Financial Expert for periodic banking stories.

DAVID PHELPS CONCERTS – Waco, Texas

2003 – 2013

Concert Promoter

Promoted concert events for Grammy and Dove Award-winner David Phelps, raising funds to finance events, planning and organizing the final entertainment production, negotiating contracts with artists and providers of concessions, scheduling performances, coordinating media efforts, advertising and publicizing events to sell tickets, hiring support personnel and adhering to established budget.

- Donated more than \$100,000 of promoter proceeds to local charities and non-profit organizations by achieving 100% capacity for events.
- Received the Mission Waco Divine Servant Award in February 2012 for outstanding volunteer work in raising money for local charitable organizations during a 10-year period through events such as the David Phelps Christmas concerts.

ADDITIONAL LEADERSHIP EXPERIENCE

Promoted innovative thinking to banking professionals that identifies leadership and improves marketing credibility, builds mutual partnerships, effectively manages and leads people, enhances sales cultures, and develops effective employee incentive and motivational strategies for employee growth and tenure through powerful and insightful instruction at the following schools and associations:

AMERICAN BANKER’S ASSOCIATION’S**BANK MARKETING AND BANK MANAGEMENT SCHOOL – Dallas, Texas**

2009

*Instructor – Effective Marketing Leadership***TEXAS TECH’S SCHOOL OF BANKING – Lubbock, Texas**

2009

*Instructor – Developing a Sales Culture in Community Banks***TEXAS BANKER’S ASSOCIATION****TELLER SUPERVISOR SCHOOL – Austin, Dallas, San Antonio, Texas**

2005 - 2008

Instructor – Employee Incentive and Motivational Strategies

BOARD APPOINTMENTS

MIDWAY EDUCATION FOUNDATION – Waco, Texas

2016 - Present

VIRGINIA TOWNLEY, INC. – Waco, Texas

2008 – Present

DBA PARAMOUNT REALTY & MANAGEMENT, WACO LOFT LIVING**AMERICAN BANKER’S ASSOCIATION – Washington D.C.**

2008 - 2012

*School of Bank Marketing and Management Advisory Board and Marketing Conference Advisory Board***KSUR RADIO ADVISORY BOARD – Waco, Texas**

2005 – 2011

SPEAKING ENGAGEMENTS

Top-rated motivational speaker and contributing author, highly respected for insight on topics that include talent management, employee incentive and motivational strategies, developing successful marketing plans, key relationship banking, managing successful sales campaigns, effective leadership management, retaining the bank's best and brightest employees, and custom courses and focus groups. Published author in several leading industry publications including ABA Bank Marketing Magazine and Texas Banking Magazine. Addressed enthusiastic groups that include:

- ✱ American Bankers Association
- ✱ Arizona Bankers Association
- ✱ Arkansas Bankers Association
- ✱ Greater Harker Heights Chamber of Commerce
- ✱ Greater Waco Chamber of Commerce
- ✱ Illinois Bankers Association
- ✱ Indiana Bankers Association
- ✱ Institute of Training
- ✱ Iowa Bankers Association
- ✱ Kansas Bankers Association
- ✱ Louisiana Bankers Association
- ✱ Marketing Made Easy, Inc.
- ✱ Midwest Bankers Association
- ✱ Missouri Bankers Association
- ✱ Ohio Bankers League
- ✱ Nebraska Bankers Association
- ✱ North Dakota Bankers Association
- ✱ Texas Bankers Association
- ✱ UNI - Kuala Lumpur, Malaysia
- ✱ Washington Bankers Association
- ✱ West Virginia Bankers Association

Complete List Upon Request

EDUCATION AND CERTIFICATIONS

UNIVERSITY OF WISCONSIN GRADUATE SCHOOL OF BANKING – Madison, Wisc. <i>Human Resources School Certificate Diploma</i>	2009
SOUTHERN METHODIST UNIVERSITY / AMERICAN BANKERS ASSN. – Dallas, Texas <i>Bank Marketing and Management School Certificate Diploma</i> <i>Certified Financial Marketing Professional</i>	2007 – 2008
TEXAS A&M – Commerce, Texas <i>Bank Operations Institute Certificate Diploma</i>	1997 – 1999
DOCUMENT SOLUTIONS UNIVERSITY – Birmingham, Ala. <i>Certificate Diploma</i>	1995
TEXAS BANKERS ASSOCIATION – Austin, Texas <i>Bank Operations School Certificate Diploma</i>	1993

RECOGNITIONS

Philanthropist of the Year (Mission Waco)	2017
Distinguished Alumnus (Midway ISD)	2016
Devine Servant Award (Mission Waco)	2012

References Available Upon Request