

# Sample Positioning Statement

Goal: Group Director

Target Audience	For Treasury leadership
Problem Statement	Who is concerned about Treasury’s strategic image, its ability to repatriate cash, manage foreign exchange volatility & minimize the risk of cyber attacks on assets,
Category	I am a strategic Treasury leader for the APAC region
Value Proposition	Who has global experience in building centers of excellence (in-house banks) that can provide enhanced visibility & control over overseas treasury operations, including cash and financial exposures.
Differentiation	Unlike other Treasury managers, I am an MBA with a computer science degree and can work effectively with IT to assess and address cyber attack risks to Treasury.