

Robert Mayfield

President/CEO



Lafite, LA, 70067



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Versatile business leader bringing 7 years of experience as an accomplished CEO. Strategic problem-solver, change manager and visionary executive with success implementing plans to meet current and future needs. Diverse expertise and skillset in Consumer Banking, Innovation, Technology, Software Development, and Entrepreneurship.



Skills

Strategic planning
Budgeting
Teamwork and Collaboration
Software Development
Leadership
Entrepreneurship



Work History

2014-12 - Current

President/CEO

Fleur De Lis Federal Credit Union, Metairie, LA

- Successfully turned credit union from failing operation to thriving organization that is setup for future growth.
- Mitigated regulatory risks by overseeing adherence to NCUA regulations and other compliance.
- Oversaw hiring, adding valuable, talented professionals to strengthen our team.
- Initiated operational improvements to drive efficiency and reduce costs.
- Spearheaded implementation of new lending and technology products that were aimed at improving financial lives of our membership.
- Developed and implemented new strategies and policies to establish long-term business objectives and provide strong and sustainable organizational growth.

2020-01 - 2021-04

Owner/Operator

Ecom Empire LLC, Lafitte, LA

- Bootstrapped business from a solo operation to over \$120,000 in sales within the first year while maintaining a healthy profit margin of 25%.
- Developed business plan, processes and procedures to provide superior products to customers.
- Performed statistical analyses to gather data for operational and forecast team needs.
- Assessed income and expenses and adapted plans to improve profit levels.
- Fostered strong professional network and partnership building skills to connect with quality leads.

2013-04 - 2014-12

Operations Manager

Fleur De Lis Federal Credit Union, Metairie, LA

- Implemented process improvement to optimize procedures for higher efficiency and help company evolve and grow.
- Successfully negotiated and/or sought out new contracts for critical member services that both improved costs as well as technological innovation.
- Worked with acting CEO to prepare and manage budgets.
- Collaborated with team of 8 to refine procedures, devise best practices and enforce quality metrics.
- Identified procedure or process changes required to improve performance and productivity.
- Increased profit by streamlining operations.

2005-08 - 2013-04

IT Manager

Fleur De Lis Federal Credit Union, Metairie, LA

- Adjusted project plans to account for dynamic targets, staffing changes and operational specifications.
- Consulted with executive management to improve organizational technology strategy and roadmaps.
- Customized and repaired technology based on staff requests.
- Developed custom software that was aimed at automating new fee programs and data entry.
- Managed network and system performance, conducting troubleshooting, security patching and maintenance.
- Worked with Executive Management to improve disaster recovery processes.
- Maintained credit union's online banking operations.

2002-04 - 2005-08

Member Service Representative

Fleur De Lis Federal Credit Union, Metairie, LA

- Spearheaded operation of credit union's first Debit Card Program.
- Assisted Third Party Vendors with Disaster Recovery Restoration Efforts.
- Maintained updated knowledge of internal processes and industry best practices to optimize service delivery.
- Researched and rapidly resolved member conflicts to maintain key accounts.

- Learned internal systems and related service role duties to provide skilled team backup in handling customer demands.
- Followed up with customers regularly via phone and email to obtain payments and schedule services.
- Assisted customers with setting up or closing accounts, completing loan applications and signing up for new services.

2002-02 - 2002-04

Teller

Credit Union Service Centers, Metairie, LA

- Answered customer inquiries regarding account balances, transaction history, services charges and interest rates.
- Assisted customers with setting up or closing accounts, completing loan applications and signing up for new services.
- Stocked supplies for customers and personal teller station.
- Completed highly accurate, high-volume money counts via both manual and machine-driven approaches.
- Answered telephone inquiries on checking and savings accounts, loans and lines of credit
- Processed customer transactions promptly, minimizing wait times

2001-12 - 2002-02

Temporary Office Assistant

Fleur De Lis Federal Credit Union, Metairie, LA

- Performed credit bureau and loan preparation during busy holiday season.
- Completed Filing and other office activities as needed by management.



Education

2017-06 - 2017-12

Digital Marketing Nanodegree: Digital Marketing

Udacity - Online

2017-01 - 2017-05

Front End Web Developer Nanodegree: Front End Web Development

Udacity - Online

2013-06 - 2015-06

Certificate of Program Completion: Credit Union Management Certification

Southeast Regional CUNA Management School - University Of Georgia Athens, GA

2001-08 - 2014-05

Bachelor of Science: Management Information Systems

University of New Orleans - New Orleans, LA

1998-08 - 2001-05

High School Diploma

Fisher High School - Lafitte, LA



Interests

Web3

Blockchain

Cryptocurrency

Solidity

NFT