Mike McKinley

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Proven and evolving leader, a change agent driven to succeed

Over twelve years' experience leading organizations through change. Seeking an opportunity to further use leadership and expertise to create and transform data ecosystems - using influence and a passion for innovation to advocate for quality, scalable, and accessible data as fundamental to the success of both clients and firm.

Analytic Insights | Vision for Change | Innovative Partnerships | Adaptive Leadership | Strategic Planning and Execution

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- Dynamic expertise in data, reporting, and analytics. Champion of singular sourcing and sound governance as critical in supporting a robust data environment.
- Skilled in contract negotiation, budgeting, product design, and implementation of data exchanges.
- Successful in leading the work of diverse teams with a focus on defining and executing on individual and group objectives against a clear strategic roadmap.
- Working knowledge of SQL, BO, Teradata, Python, and R solutions.
- Cross-function achievement in building effective partnerships across business, technical, and 3rd parties; developing innovative, value-add, and lasting products.
- Proven in the presentation to and influence of large and diverse audiences. Targeting common objectives as a catalyst to agreeable and scalable outcomes.
- Extremely deliberate in high risk, time-sensitive environments; delivering guidance and decisions based on analysis and alternatives.

CAREER

Charles Schwab & Co., Inc.

Senior Manager, Data Acquisition *November 2015 – present*

Successfully advancing the integration of 3rd party data at Schwab through the management of $2mm+ budget across six vendor relationships. Ensuring data quality and service level adherence while seeking opportunities for expansion and executing against a strategic framework of data sources and adoption among internal partners and products.

Aligning business and technical priorities, driving adoption of 3rd party data to improve existing client relationships, attract new customers, and create value in diverse digital, marketing, analytic, and data science products. Leading projects and pilots, resourcing, contract negotiation, gathering and formalizing business and technical requirements, data onboarding and developing validation and performance indicators within an Agile framework. Accountable for ensuring projects meet objectives and timelines, and that results are disseminated and understood across a broad base of stakeholder and leader interests.

Expertise in the financial data ecosystem including demographic and wealth, firmographic, web interaction, geographic, and social sources; opportunities, and limitations.

- Cross-Device ID – advocated for and led PoC of emerging tech improving journey, attribution, media allocation, and analytic insights. Partnered with Technology, Marketing, Media, and Analytics to design requirements and core use cases within Schwab's BDE; culminating in a business case proving qualitative value, ROI, and NPV.
- Data Management Platform (*Adobe*) – produced regression analysis providing ranking and prioritization of DMP 3rd party providers resulting in an immediate reduction in cost-per-acquisition against digital benchmarks.
- Near Real Time Append (*Neustar*) – implemented lookup, append, and ingestion of 3rd party wealth data within an Oracle RTD framework. Improved business results through automated decisioning of lead records, greater personalization, and process effectiveness and speed through the removal of manual intervention.

Senior Team Manager, Client & Account Data Control *August 2014 – October 2015*

Responsible for the design and implementation of new data initiatives supporting an evolving regulatory environment. Enterprise-wide advocate for accurate and controlled data as paramount to effective business processes and a key mitigator of risk. Utilized alternative thinking in data uses and sources to implement FOEX and large project efforts.

Elaborated organizational roadmap around a new geographic footprint while engaging existing employees with a focus on career pathing, and emphasis on process redesign as allowing for improved attention in our core products.

- Undeliverable Mail (*DSTO*) – saved 4 contractors and reallocated 3 FTE resources through the creation of a new data exchange and application automating return mail processing using a vendor solution.
- Lost Security Holder (*LexisNexis*) – successfully sourced, designed, and integrated database search and exception process resulting in the identification of enhanced customer data and other life status events.

- Proprietary Accounts of Brokers (*Discovery Data*) – maximized the scope of existing 3rd party marketing data source for use in a regulatory process resulting in the automation of exception identification and resolution.

Senior Manager, Org Account Project - Monitoring & Enhanced Due Diligence *March 2014 – July 2014*

Led the design and creation of product using new data ingestion, reporting, and workflow in the subjective analysis of high-risk investment accounts. Successfully mentored staff tasked with executing daily work to support a focus on the end goal, appreciating the impact of their work, and overall engagement during a period of uncertainty and change.

Partnered with other subject matter experts to produce and issue new processes, facilitating and leading cross-department meetings for brainstorming and implementation of process changes. Making prompt, high-impact decisions on business and AML risks associated with account relationships.

- Risk Scoring and Monitoring (*Actimize, LexisNexis*) – built data and workflow design allowing for quick-to-market solution and establishment of product framework resulting in a 91% cycle time improvement.
- Developed data sourcing and design of new metrics dashboard combining internal and external data into a sole source. Established baseline product with no incremental funding providing justification for a new FTE.

Team Manager, Internal Accounts & Operational Services Control *April 2013 – February 2014*

Led Analysts responsible for the oversight of the firm's operational accounts, effectively influencing a culture of control across the firm. Collaborated with business leaders and SMEs to administer accounts with a focus on regulatory compliance, secondary oversight, and transparent data exchange.

Through strengths-based development, actively sought new opportunities for direct reports while offering trusted support and guidance. Captured individual skills and interests to enhance the team's overall effectiveness while providing feedback and coaching among all performance levels with a focus on individual ownership and accountability.

- Successfully prioritized and implemented the transition of an isolated database to Teradata resulting in a single and accessible source for regulatory processes and controls.
- Led two cross-site cross-functional teams, used perspectives gained through leadership training and relationship capital to bring renewed focus on engagement and defining the team's strategy within a broader organizational framework. Established strategic roadmap through the mapping of current processes, assigning impact and maturity scores, and creating redesign priorities resulting in an enhanced team product and a clearly defined strategic alignment and vision.

Business Analyst, Internal Accounts & Surveillance *October 2009 – March 2013*

Drove from inception to completion projects improving the internal account product offering to customers. Led proposal design and new product initiatives with a focus on scalable solutions and adherence to a conservative risk tolerance.

Used passion and understanding of various software and data platforms and analytics to convey requirements between business and technology – creating top-tier outcomes focused on scalability and long-term product life.

- Global Offering (*Broadridge*) – business lead responsible for the development and integration of 3rd party creating a new exchange of brokerage account, customer, transaction, and position data across platforms.
- Successfully integrated Schwab Bank data into existing broker-dealer processes, improving oversight and transparency, and mitigating risk in manual reconciliation and surveillance.

Relationship Specialist, Advisor Services Trading & Operations *August 2006 – September 2009*

Utilized expertise in a broad set of financial products and operational processes to deliver deadline driven, situational specific guidance to independent advisors. Integral in the deployment of projects supporting electronic delivery product adoption and the review of non-traded high-risk securities.

- Successfully advocated and engaged team members around an enhanced CRM and value in thorough interaction tracking. The resulting data providing new analytics and improving service levels to advisors.

EDUCATION

Fort Lewis College, Durango, Colorado
B.A., Economics, 2006

CERTIFICATION & RECOGNITION

- FINRA Series 7, 9/10, 63, 99
- Aspiring Managers Program, 2011
- Key Contributor Award, 2011-2017
- Certified Anti Money Laundering Specialist (CAMS)
- CEO Award, 2017
- Local Leadership Symposium, 2012