

## Vince Trombetta

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[github.com/vjtrom/Vinces\\_Github/](https://github.com/vjtrom/Vinces_Github/)

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### PROFESSIONAL SUMMARY

**Financial Services Leader** with a track record of achieving operational excellence via collaborative partnerships, data-directed insights, strategic innovation, disciplined project management, and dynamic thought leadership. Experienced in leading complex, inter-connected operational and technological initiatives across multiple lines of business, channels, customer segments, and geographies. Proven success in developing and implementing solutions that deliver key performance objectives, including world-class customer experience, efficiency, risk mitigation, and team member effectiveness.

### SKILLS & EXPERIENCE

- Consumer Lending
- Small Business Banking
- Mortgage & Home Equity
- Consumer Credit Marketing
- Program Marketing
- Database Marketing
- Financial Planning & Analysis
- Advanced Analytics
- Product Development
- Marketing Operations
- Vendor Management
- Risk Management
- Project Management
- Operations Management
- Process re-engineering
- Direct Sales & Customer Service
- Talent Management

### APPLICATIONS

- Microsoft Office
- Excel/VBA
- Python / Pandas/ Numpy
- Postgress SQL
- Javascript/HTML/CSS
- Tableau

### EMPLOYMENT/WORK HISTORY

#### Long & Foster Real Estate, Wilmington, DE

2019–present

##### Direct Sales, Marketing and Operations

Responsible for Direct Sales and Marketing of Residential Real Estate as a Licensed Realtor® with Long & Foster broker affiliation. Develop sales and lead generation through community networking, purchased lead conversion, digital channels, SEO, and social media. Achieved Gold Team status based on annual Sales Volume of \$6.3 million. Proficient at using Google Business Profile Manager and Meta Business Suite.

#### Columbia University Engineering Bootcamps

2022–2023

Student in Data Analytics and Visualization Bootcamp while working full-time.

#### Wells Fargo & Company, Wilmington, DE

2015–2019

##### Operations Initiatives Manager, SVP

2016–2019

Led planning, operations & governance for enterprise market research, marketing analytics, data platforms and infrastructure. Managed project management, process design, technological capabilities, talent management, and regulatory risk programs. Responsible for controls testing and vendor/offshore contract management.

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### **Consumer Credit Manager Analytics, SVP**

2015-2016

Responsible for the development and leadership of integrated data management, business intelligence, performance reporting, and predictive modeling services for Consumer Credit Solutions. Managed cross business, enterprise-wide collaboration initiatives.

### **AlphaSights, New York, NY / Ashton212, Oakland, CA**

2014–2015

#### **Management Consultant**

Delivered expert-level consulting services to banking, private equity, fintech, and global management consulting firms. Areas of expertise included commercial/small business lending operations, portfolio valuation, product development, strategic business transformation, sales/marketing efficacy, competitive research and customer insights.

### **Citibank, NACB, New York, New York**

2010–2013

#### **Director of Small Business Lending**

Led product development (working capital, SBA and asset-based lending), acquisition and customer marketing programs, portfolio management, credit delivery process-engineering, risk-based and relationship pricing, operational and regulatory risk management, and implementation of large-scale technological initiatives to deliver credit products and services across multiple channels. Partnered extensively with global operations, retail sales, and risk to increase loan originations and prudently grow the loan portfolio.

### **Wells Fargo & Company, San Francisco, CA**

2001-2009

#### **Senior Customer Service Leader, SVP**

2007-2009

Directed Small Business & Commercial Banking call center operations including customer service, inside sales, product fulfillment, specialized account opening, enterprise centralized banker support, and the escalation resolution team. Partnered with marketing and product development to achieve service and sales initiatives. Developed comprehensive strategies to deliver exceptional customer experiences.

#### **Marketing Analytics Manager**

2003-2007

Led strategic database marketing and decision sciences supporting Small Business Lending to deliver over 60 million contact leads per annum. Applied advanced analytics and statistical techniques to optimize programs across digital, direct mail, store and phone channels. Led the development of predictive modeling to ensure meeting success measure goals.

#### **Division Finance Officer**

2001-2003

Managed all aspects of Small Business Segment division-level strategic planning and financial management including, forecasting, pricing, financial reporting, profitability planning & analysis, portfolio valuation, acquisition due diligence, capital budgeting, and expense management.

## **EDUCATION**

**University of Baltimore, Maryland**  
Master of Science, Finance

**Loyola College, Maryland**  
Bachelor of Arts, Business Administration

**Columbia U. Engineering Bootcamps, NY**  
Certificate program