

Derrick G. Smith

7595 Tollhouse Lane, Warrenton, VA 20186
540.229.9629 • dgsmith1114@gmail.com
www.synergylived.com



▼ Objective

I have a passion for service and IT manufacturing businesses...and for anything co-op. Helping these organizations gain increased effectiveness and maximum growth is how I measure personal satisfaction and success. Are you in quicksand? Seem to be treading water? Lack team cohesion and dedication? Maybe you are just not sure where to go next or just want to keep the momentum? We should talk.

▼ Relevant Experience

2015 – Present ♦ CU*SOUTH ♦ President/COO

As Chief Operating Officer of this dynamic credit union core data processing and services organization, responsibilities include developing and representing CU*SOUTH's brand in the financial services community, and selling the products and services developed by CU*SOUTH and its partners to benefit clients; providing leadership and on-going sales direction for all segments of CU*SOUTH's business, management of its data center operations, and direct all facets of its service business and ongoing operations. Also serving as president, I work directly with the firm's Board of Directors and Executive Council in preparing the CUSO's strategic vision, business plan and budget.

Additionally, as COO I work closely with other teams within the organization and across or network of affiliated partners deepening our service offerings and enhancing our market reputation. This position is highly visible and accountable to CU*SOUTH's clients, network partners, auditors, and the organization as a whole.

- Restructured corporate marketing and sales departments to better align resources for maximum growth potential – Achieved greatest market share in CUSO history, and that within a consolidating market.
- Developed and launched most aggressive marketing plan in CUSO history, increasing brand awareness and direct sales efforts. Accomplished 100% growth rate over 5-years coupled with an FTE growth of approximately 50%
- Reorganized and now co-manage the CUSO's business and fiscal planning cycles.

- Architected the firm's organization structure and human resources and manage closely through the firm's Executive Counsel to maximize revenue-to-employee ratios.
- Consistently outperform peer and internal KPI's for client and staff satisfaction.
- Serving as a Director and Chairman of the Board for co-owned hardened datacenter in Yankton, SD, improved its overall performance through automation and deepened its fail-safe/redundant capabilities while minimizing overall increase in operating costs.

2011 – 2015 ♦ Genesis Solutions Group ♦ Managing Partner

Co-launched this Business Process Management and IT consulting business and served as managing partner. This SWaM certified enterprise served financial institutions and government agencies providing process improvement consulting and related activities; led firm's strategic planning, partner and client development, and marketing initiatives.

- Directed Business Process Efficiency consultancy with major disciplines in BPM, Operational Processes, and Facilities Management. Recruited business partners and in-house talent to support each division. Established IT consulting group focused on SUN and Microsoft products and services, BITA, and VoIP audits
- Secured Virginia SWaM certification and initiated process for Federal 8M certification. Secured a key mentoring relationship with a significant regional Mechanical contracting firm.

1992 – 2011 ♦ FedComp, Inc. ♦ President/COO

I held multiple roles eventually serving as the President and COO for this industry leading credit union core data processing and software development company.

I brought structure and both short- and long-range planning and budgeting to the firm, excelling in team building and strategic staff development. Responsibilities included all aspects of general management. As a senior member of the company's executive management team, I directed its strategic planning, product development and operations management. I directed sales & marketing and select product development projects for this vertical software development and support company targeting the financial services and under my leadership build a team that gained the broadest deployment of a core platform in the credit union movement.

- Recruited and led team that accomplished two core system rewrite and modernization programs (FedComp TNG and Platinum), as well as firm's flagship e-banking platform, CU-Anywhere, and its IVR product, CU-Anytime. Platinum remains one of the largest deployed platforms in credit unions today.
- Led design and launch of secure data center and mirrored hot site (MS/Citrix/VMWare platform). Developed hosting and support protocols for multiple companies utilizing data center for application hosting and data processing services. Re-engineered and launched core products and services through this "cloud" environment. Managed data center operations to #1 growth center for organization. Achieved satisfactory SSAE (SAS70) audit on first attempt.

- Redeveloped company's contact management and client support systems (technical and software) utilizing contemporary call center software, contact management data bases, and VoIP technologies. Integrated utilization of PDA/Smart Phone technology and telecommuted 24 x 7 client and internal support improving responsiveness and reducing overhead.
- Took over the company's floundering sales and marketing division and engineered extensive reorganization and management/staff reductions. Accomplished sustained profitability for the first time in company's then 15-year history and boosted capital reserves to a 20% surplus. Increased sales 85% each of three consecutive years, boosting sales revenues to \$6 million and setting a company record.
- Reduced overhead and streamlined procedures through development of an employee handbook, sales manual, and continuance book, increasing efficiency by improving staff understanding of policies and procedures and eliminating redundant tasks and positions.
- Increased profitability from breakeven to 15% net profit in three years by establishing a corporate budget process to develop fiscal discipline, track revenue and expenses relative to projections, and institute trend analysis. Implemented closed loop management.
- Launched multiple new software products and services that have resulted in revenue increases of more than \$500,000 annually.
- Established internal product knowledge programs, customer service ethics and honor code, and employee of the month awards. Work directly with staff and customers in complaint resolution and prevention.
- Created comprehensive competitive intelligence program to continually capture and analyze industry trends and enable company to better position itself for growth and competition.
- Orchestrated consolidation of remote operations center into one corporate facility. Coordinated logistics of transferring staff and equipment and eliminating redundancies.
- Lectured on behalf of the National Credit Union Administration and state leagues on topics ranging from disaster recovery to IST&T to cybersecurity.
- Widely published and quoted in industry journals (*Credit Union Times, Credit Union News, CU Technology, The FedComp Advisor, Credit Union Magazine, and others*) involving regulatory, operational, and technical issues.

PRE- 1992 Experience

Prior to entering the supply side of FI's, I served in varying capacities in retail banking including Branch Manager/Loan Officer, Branch Administrator, and Operations Director at commercial and community banks before crossing over into the credit union community.

Additional details are available upon request.

▼ Skills and Certifications

Key Skills:

Strategic Planning ▪ Business Planning/Budgeting ▪ Operations Management ▪ Datacenter Architecture and Management ▪ Call Center Development and Management ▪ CRM ▪ HR Management/Team Building ▪ Call Center Development and Management ▪ Project Management ▪ Desktop/Systems Support ▪ Network Administration ▪ Microsoft Partners Program ▪ Contact Management Software and Systems ▪ VoIP Technology ▪ Business/I.T. Alignment ▪ E-Business ▪ Banking and Credit Union Compliance

Active Certs:

Microsoft MCP, MCSA, and MCITP ▪ Licensed Virginia Insurance Producer, Health, Life and Annuities ▪ Virginia Class "A" Contractor ▪ Virginia DWR Hunter Educator ▪ BSA Adult Leader Trainer ▪ NRA Instructor across multiple disciplines ▪ RSO

▼ Education

Liberty University

Degree: Interdisciplinary Studies
Emphasis in Business Management Information Systems
With Honors

University of Wisconsin – School of Business

CPE: Professional Sales, Sales Management, and Marketing

Wesleyan Bible College – Manaus, Brazil

Certificate: Organizational Management

Northern Virginia Community College

Undergraduate studies

MS Training Partners

Windows 8/server Configuration ▪ Enterprise Desktop Support, Win 8
Access/SQL Scripting

AIB

Principles of Banking
Consumer Lending
Commercial Lending

CIVIC and References

▼ Available upon Request