









Michael Fidler

B U S I N E S S D E V E L O P M E N T L E A D E R

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A B O U T M E

Extraordinary business development leader. Excels in competitive engagement through solution selling, thought leadership and sales management expertise. Extensive fintech payments and SaaS/API healthcare experience.

A consistent top performer throughout a 25-year career in sales management and new business sales. Outstanding results recognized with awards, promotions and top performance reviews. Responsible for successful launch of numerous initiatives:

- Sales recruiting team launch in 1992
- Acquisition integration strategy in 1995
- Healthcare provider strategy in 2008
- Healthcare fintech team launch in 2017
- Partner onboarding solution in 2022

S K I L L S



C O M M U N I T Y

Board President | Reel Recovery
January 2009 to February 2018

- Developed, implemented, and achieved overall operations and financial goals for National non-profit organization
- Led budget planning and development activities to grow revenues by 600%
- Mentored volunteers and retreat coordinators to ensure all retreats met minimum expectations

E X P E R I E N C E

Vice President, Partner Business Development, North America
U.S. Bank – Elavon / Denver, CO / 2020 to present

Leads a team of business development sales executives in the U.S. and Canada

- Generates over \$114M in total portfolio revenue annually
- Top performing sales leader for 2021 – 160% goal achieved
- Recognized with the only "Extraordinary Performance" in my division

Vice President, Head of Healthcare Partners
U.S. Bank – Elavon / Denver, CO / 2017 to 2020

Built and led a new team of healthcare technology sales executives in the U.S.

- Responsible for Elavon's go-to-market healthcare API/partner strategy
- Signed 36 new fintech partners representing \$1.5M in net revenues
- Responsible for a 627% increase in annual revenue for 2019

Vice President, Healthcare Payment Solutions
U.S. Bank – Elavon / Denver, CO / 2008 to 2017

Responsible for driving company's go-to-market strategy for healthcare providers

- Signed over 40 top providers representing \$30M in annual revenues
- Assisted in the development and on-going improvement of the division's core cloud-based healthcare solution powered by InstaMed
- Created the team's marketing materials and proposal documents
- Six time Top Performance award winner

COMMUNITY

Secretary and Treasurer | Reel Recovery
September 2007 to January 2009

- Recorded and distributed minutes for all Board meetings
- Led fundraising committees across the country
- Appointed Retreat Coordinator for retreats in 12 states

Fundraising Committee Chair | Reel Recovery
September 2007 to Current

- Led fundraising activities including annual event with 150 attendees
- Coordinated live and silent auctions
- Selected and contracted with venue – selected menus and entertainment for fundraising events

EDUCATION

Minnesota State University – 1984 to 1986
Studies: BA in Accounting

Iowa State University – 1986 to 1988
Studies: BA in Marketing

CERTIFICATIONS

Dimensions of Professional Selling® certified
Winning Complex Sales™ certified
Flame Learning Altitude certified "Coach"

EXPERIENCE (CONTINUED)

Vice President, Domestic Bank Sales

First Data Corporation / Denver, CO / 2005 to 2008

Responsible for prospecting and selling to "C" level banking executives for banks and credit unions in a seventeen State territory.

- Produced over \$12 Million in annualized top line revenues - exceeding quotas in 2006 and 2007
- Awarded President's Club designation for outstanding sales achievement in 2006 and 2007
- Conducted thought-leadership seminars for numerous state banking associations focused on revenue increases via payment services

Sales Manager, Official Check Solutions

First Data Corporation / Denver, CO / 1998 to 2005

Responsible for \$1.75 Million annually in new business sales of treasury management and check processing services

- Sold treasury management solutions to financial institutions with greater than \$1.2 Billion in assets
- Managed add-on sales and contract renewals for existing clients who represent over 20% of our \$10 Billion cash management portfolio

Sales Manager, ATM Network Services

U.S. Bank (via acquisition) / Denver, CO / 1996 – 1998

Responsible for new sales and add-on sales to financial institutions throughout the Western half of the U.S.

- Top producing Manager with over \$2.8 Million annually in new sales, \$4 Million annually in contract extensions and a 13% increase in portfolio growth
- Successfully developed a Visa check card penetration program for thirty-five financial institutions representing an additional \$4.5 Million in annual sales

Manager, ISO/MSP/Agent Bank Recruiting and Relationship Management

Nova Information Systems (Elavon) / Denver, CO / 1992 - 1996

Managed a team of account executives responsible for recruiting and contracting with new Independent Sales Organizations and Agent Banks

- Increased processing volume 9.6%
- Increased equipment revenues 39%
- Increased annual sales by \$7.5 Million
- Developed a proactive cross sales training program that resulted in a 13% increase annually in customer retention
- Developed a new welcome program for bank and MSP acquisitions and was assigned to work side-by-side with Vice Chair Pam Joseph in welcoming newly acquired MSPs and agents to Elavon