

ENGAGING INSIGHTS
CUSTOMIZABLE TO
YOUR AUDIENCE

KEYNOTES
CONFERENCES
WORKSHOPS
& PANELS
IN-PERSON
REMOTE
PODCASTS

Rich Edwards **2024 HOT TOPICS**

CEO, Mindspan Systems & Host of Beyond the Vault

Rich Edwards has spent over 20 years working with financial institutions on Wall St. and across the world. As product management lead for IBM Watson Developer Cloud, he helped banks & financial service firms introduce and leverage machine learning for data-driven approaches ahead of the market.

CONQUER THE 5 HILLS OF PERSONALIZATION

A guide to breaking down the barriers to better customer experience

Local community credit unions and banks have long set themselves apart with their level of service.

Your ability to know and treat your customers, your neighbors, with the care and attention they deserve is why community banking enjoys the premium in consumer trust, even among younger and more demanding customers.

The level of care and personal touch you bring to your customers can be unbeatable when delivered consistently and reliably across all your customer touchpoints. Your ability to provide that is the path to beating giants.



DRAW CUSTOMERS CLOSER

Imagine that everything your customer sees from you was created specifically for them, for their situation, with their individual needs in mind.

Equipping your customer-facing teams with the insight and empathy of your entire organization's knowledge and experience can empower even new employees to provide your stand-out tailored service.

Community bankers have a unique opportunity can draw your customers closer in a way that's much harder for larger institutions to pull off.

BOOKING INQUIRIES & SPEAKER REEL

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