

A close-up portrait of Rich Edwards, a middle-aged man with short, graying hair and blue eyes, wearing a blue button-down shirt and a gray suit jacket. He is looking directly at the camera with a neutral expression.

**SOLUTIONS
TO YOUR
AUDIENCE'S
BIGGEST
BUSINESS
PROBLEMS**

Rich Edwards

CEO, Mindspan Systems


**ENGAGING,
ACCESSIBLE,
RELATABLE.**

30 min Keynote
60 min Keynote
60 min Workshops
In Person or Virtual

SPEAKING TOPICS

Personalization & Customer Experience
Customer Acquisition & Engagement
Artificial Intelligence & Machine Learning
Market Trends in Finance & Technology
Strategy to Combat Market Disruption

BOOKING INQUIRIES & SPEAKER REEL

 (919) 627-8912

 mindspaninc.com/richedwards

 booking@mindspaninc.com

Community Banking strategies beyond the typical tech-talk

Bringing a wealth of expertise in technology driven strategy development, including the launch of IBM's Artificial Intelligence Watson Business unit, Rich's audiences will see business through the lens of innovation.

Move beyond your typical tech-talk with over 20 years experience serving the banking industry. Rich unlocks answers to your audience's business problems masquerading as data problems.

"A complete pleasure to work with. Rich provided an outstanding talk and top notch workshop for our participants. A great addition to our community."
Mark Littlewood,
Business of Software
Conference

Rich brings a perspective of history and detailed examples to the theories and frameworks needed to thrive in today's markets.

TOPICS

Personalization: Where's the Disconnect?

You're trying to engage with customers, but end up annoying them. You try to show you understand their needs, but they feel ignored. Where's the disconnect? Find out and fix it!

Google Analytics 4: Ready or Not Here, it Comes!

With SO many financial institutions using Google Analytics for their data insights, it's alarming how few realize there's NO upgrade path from GAU to GA4. Keep your data AND your sanity with Rich's insights and guidance.

Artificial Intelligence, Machine Learning, and Your FI:


Explores misconceptions and sheds light on the accessibility of the underpinning technology (with demos as appropriate to the audience).

Market Trends in Finance and Technology:


Focused, "news you can use" approach to bringing up to date and pointed analysis of companies making waves in the banking industry, particularly Fintech and Neobank entrants.

What to Do When You're Being Disrupted

An introduction to the theory of disruption and how it has played out in the finance and banking industries. Looks at strategies and examples of winning against new entrants and technology in your market.

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