

ENGAGING INSIGHTS
CUSTOMIZABLE TO
YOUR AUDIENCE

KEYNOTES
CONFERENCES
WORKSHOPS
& PANELS
IN-PERSON
REMOTE
PODCASTS

Rich Edwards

2023 HOT TOPICS

CEO, Mindspan Systems

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.

Forget Big Data, Think YOUR Data

Service level is now the most competitive playing field in banking. Personalization and convenience are expected, not "nice to haves." See where data and data science can have the biggest impact on your strategy.

Rich spotlights the biggest traps. He'll show attendees where to focus first to get early wins and build momentum.

Where's the Disconnect?

You want to attract, engage, and show customers they're valued,
but you're annoying them.
You double down on outdated digital strategies,
yet you're alienating.
You try speaking to customers' individual needs,
but they feel unheard and ignored.

CMOs expect to spend 16% more of their '23 budgets in digital, yet most FI's throw the bulk to 3 channels, max. Big Banks spend differently, driving down the customer acquisition cost. Rich unlocks the secrets to smarter spending to engage in an increasingly crowded space.

How to Stop This Summer's the Data Collision

Over 90% of community banks and credit unions use some version of Google Analytics. The problem is almost 60% are still on a version going dark in months.


You might ask, so what? What's the rush? They'll just move to GA-4. Not so fast. There is NO upgrade path.

GA-4 web & app measuring is so different historical data can't be migrated. Total engagement and audience participation are assured as Rich live-workshops the online presence of select attendee companies.

BOOKING INQUIRIES & SPEAKER REEL

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