



## **Attracting and Retaining Generation Y Business**

### **Description:**

Gen-Y, aka Millennials, 18-30 years old will control the vast majority of wealth in the US over the next 15 years. The PERFECT STORM has been created with converging lack of trust in Big Banks, resulting customer defections, and the emergence of social networking and mobile/internet access and control.

### **Jack McDonald, First Data**

#### **Bio:**

Jack McDonald has been a school teacher, coach, educational sales representative and an executive manager in several small businesses, and has been servicing the community financial services industry since 1994, helping to start and grow 3 different companies while providing solutions in technology to community banks and credit unions.

1994-1997: Regency Voice Systems (IVR). Grew from start-up technology company to serving over 1000 financial institutions in under 3 years. Vice President of Sales and Marketing.

1997-2000: QUP Systems (Internet Banking, Cash Management, VRU). Grew from start-up technology company to servicing over 500 financial institutions in 3 years. Founder (one of 5), Sales Representative, Mentor.

2000-2005: S1 Corporation – acquired QUP Systems and Regency Voice Systems. Led sales and customer retention group for community bank customers.

2005-2007: FundsXpress (Internet Banking, Cash Management, Mobile Services). Senior Account Representative. Converted or added over 75 Community Financial Institutions to FX products.

2007-Present: First Data Financial Services – acquired FundsXpress. Senior Account Representative for FundsXpress Platform in the First Data Family of community financial solutions.

