

## MARIA MANCHISI

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### STRATEGY ♦ MARKETING ♦ BANKING

- 15+ years of progressive leadership in a variety of banking and marketing roles
- Able to cultivate a positive environment and confidence in people through positive leadership and motivation
- Collaborative and diplomatic approach to resolving problems and finding solutions efficiently
- Excellent communication, analytical, and resource management skills

## WORK EXPERIENCE

### **Deloitte Services LP**

**Marketing Manager**, New York, New York, 2007 – 2009

- Managed marketing initiatives and account support for Deloitte's Northeast Banking and Securities Business
- Developed regional marketing programs in collaboration with regional leadership, provided insight to clients regarding sector trends and drove strategic account planning and development
- Managed and implemented major promotional events such as roundtables, internal conferences and industry speaking events; developed and executed eminence and lead generation programs including sponsorships, e-mail campaigns and Deloitte hosted or third party industry events
- Worked with Deloitte Research to compile client and market intelligence for strategic accounts
- Led the development of client-facing material in preparation for external client meetings
- Interfaced with regional, national and functional marketing peers (consulting, audit, enterprise risk services, financial advisory services) to coordinate and optimize client facing support activities

### **TD Bank Financial Group**

**Manager, Marketing Communications – Corporate and Institutional**, Toronto, Ontario, 2004 – 2007

- Developed and executed creative marketing and communications strategies for TD Securities corporate and institutional business groups within Debt Capital Markets in North America, including Fixed Income, Foreign Exchange, Money Market, Equity Options and Commodity and Energy Trading
- Key member of strategic committee of global marketing representatives to ensure consistent product brand positioning internationally, and to ensure alignment with the firm's strategic goals
- Originated and executed marketing initiatives including collateral, presentations, advertisements, newsletters and promotional pieces to increase product and firm profile

### **TD Bank Financial Group**

**Manager, Marketing Communications – Retail, Small Business and Commercial**, Toronto, Ontario, 2001 – 2004

- Provided strategic counsel, managed the execution of marketing plans and managed marketing budgets for TD Securities products including Foreign Exchange, Money Market, Fixed Income and Derivatives, which were sold through commercial, small business and retail distribution channels
- Produced marketing materials and communications, including sales tools, brochures, websites, electronic announcements, templates, conference signage and advertising, to maximize exposure internally and externally, as well as to increase sales
- Developed marketing strategies within key business channels – TD Waterhouse, TD Canada Trust and TD Commercial Banking – to increase profile, secure shelf space and drive results

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### TD MarketSite

#### ***Business Analyst, Product Marketing Manager, Toronto, Ontario, 2000 – 2001***

- Developed product strategy for Auction Services, a core product within the business-to-business e-commerce area of the bank
- Provided direction for product features and functionality, prioritized product enhancements on the basis of business impact, and ensured resolution of issues with regards to product functionality
- Produced marketing collateral and sales tools, managed product pricing and packaging, and defined service level offerings

### TD Securities

#### ***Associate, Financial Institutions, Corporate and Investment Banking, Toronto, Ontario, 1998 – 2000***

- Co-managed U.S. client portfolio, which included assessing client needs, identifying sales opportunities, implementing new business, capitalizing on cross-selling a full range of bank products and services, and following proposals through to acceptance
- Completed statistical and analytical studies, making recommendations on existing and potential relationships, and evaluating the degree of reciprocity from International Banks
- Customized proposals and presentations and assisted in the development, pricing, packaging and delivery of potential new services, resulting in additional sales

### TD Securities

#### ***Correspondent Relations Officer, Corporate and Investment Banking, Toronto, Ontario, 1995 - 1998***

- Managed correspondent relationships for Europe, Middle East, Africa and Brazil
- Completed marketing proposals, assessed profitability and monitored reciprocity of business
- Created briefing reports for executives of Senior Vice President status or higher

### TD Canada Trust

#### ***Head Teller, Commercial Banking Center, Toronto, Ontario, 1990 - 1995***

- Provided a high level of customer service on a daily basis in a high traffic commercial branch
- Identified cross-selling opportunities during each point of customer contact
- Managed a staff of five, ensuring the team understood financial products, serviced customers professionally and efficiently, and balanced financial transactions on a daily basis

## EDUCATION

- 2004**            **Masters of Business Administration**, Schulich School of Business, Toronto, Canada  
*Specialization in Strategic Management and Marketing*
- 1999            Canadian Securities Course, Canadian Securities Institute, Toronto, Canada
- 1995            Bachelor of Arts, Honors, York University, Toronto, Canada  
*Specialization in English and Psychology*

## PROFESSIONAL ACHIEVEMENTS

- 2001-2004      Investor Insights Editorial Board, a TD Waterhouse publication distributed across Canada
- 1996            Corporate and Investment Banking Group Divisional Award of Excellence Recipient