

# BRIAN TOWNLEY

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## EXECUTIVE LEVEL LEADER

*Expertise: Training and Development ... Marketing Development.... Strategic Planning... Leadership Management*

Goal-driven and dedicated professional offering practical and progressive career success in the banking industry. Recognized for propelling performance to unprecedented levels through hands-on leadership and aggressive training and development initiatives. Talented in applying comprehensive profit and loss analysis to optimize strategic planning efforts, achieving the trust and confidence of executive management and business stakeholders. Highly respected for the ability to conceptualize and implement innovative sales programs that achieve unparalleled success. Excellent qualifications in talent management, developing loyal employees committed to company success, from hourly employees through management teams. Thrives on challenging opportunities to resolve problems within fast-paced work environments.

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### CORE COMPETENCIES

- ◆ Budget Development
- ◆ Media Relations
- ◆ Customer Satisfaction
- ◆ Event Emcee
- ◆ Coaching Management
- ◆ Incentive Planning
- ◆ New Business Development
- ◆ Public Speaking
- ◆ Sales and Marketing
- ◆ Strategic Planning
- ◆ Training and Development
- ◆ Event Coordination

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### CAREER MILESTONES

- ◆ Proven ability to lead management teams to achieve million-dollar revenue gains. Propelled deposits from \$250 million to \$500 million in assets through effective talent management tactics and sales programs over a 20-plus year period.
- ◆ Created an aggressive business development culture of promoting the bank through civic groups, chamber, sales tactics and staff motivation.
- ◆ Recognized as a top rated motivational speaker on the conference circuit, providing insight and instructional strategies on the topics of Human Resources, Marketing and Leadership Development, enhancing the skills of the country's leading bankers and driving their institutions to new levels of success.
- ◆ Created and coordinated in-house training/coaching programs for all bank personnel and job functions.
- ◆ Achieved a 48% increase in income by writing a formal marketing plan and formulating pricing scheduling schedules for three distinct products.
- ◆ Developed and implemented employee sales campaigns that resulted in approximately 400% sales increases during a 10-year period.
- ◆ Promotion of a sales and service-oriented culture with employees that have more than doubled the size of the bank since promoted to Director of Marketing without acquisitions. Developed sales and incentive cultures and associated cross-training programs within the bank that are recognized by leading industry publications as the most effective within the country for their success rates due to employee buy-in.
- ◆ Published hardback book *Inspiring Leadership: Unleashing Motivation in the Workplace* in 2011 and further created a training program based on the book content.
- ◆ Created and taught a two-day Sales and Leadership workshop to professionals from over nine countries in Southeast Asia.
- ◆ Created *Chiseling a Leader* presentation, a leadership assessment and motivational program with Emmy award-winning journalist Brandon Rudat. Recently released a 1 hour training DVD based on the program.
- ◆ DiSC Assessment Training Certification - Inscape Publishing 2011
- ◆ Developed employee benefit packages for all employees to receive 100% of bank benefits including health insurance with an average increase of 5% annually since 2005.
- ◆ Coordinated the design of a new bank website in 2012 (NatlBank.com).
- ◆ Served as event emcee for 19<sup>th</sup> annual Gold Star Gala with more than 450 in attendance with a live performance by The Temptations. Raised over \$250,000 for the Metroplex Behavioral Health Center.

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**CAREER PROGRESSION**


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**THE NATIONAL BANKS OF CENTRAL TEXAS (PREVIOUSLY PEOPLES BANK)****1987 - 2014****Senior Vice President - Director of Marketing and Human Resources - Waco, Texas****2005 - 2014**

Awarded repeated promotions by this bank with \$500 million in assets located in five markets with seven branch locations to play a key role in corporate strategic business direction through the management of a \$500,000 marketing budget and Human Resources department, including benefits and talent management for more than 180 employees. Responsible for personnel efficiency ratios.

- ◆ Eliminated a major expense by releasing the bank's advertising agent and transitioning to handling the task internally.
- ◆ Implementation of the organization's strategic and long-range goal planning function.
- ◆ Updated the bank's generic brand message to a new message describing the bank as a trustworthy industry leader throughout Central Texas with distinct products and services.
- ◆ Chosen by the Board as the elected bank spokesman due to highly effective communication skills.
- ◆ Enhanced employee satisfaction, minimized turnover and reduced exposure to risk by maintaining an up-to-date employee handbook with current policies and procedures.
- ◆ Provided training and development opportunities for all employees as well as an improved benefits plan, including part-time associates, which has reduced turnover from 50% to 20% and improved employee satisfaction by 70%.
- ◆ Talent management developer and coach, which involves evaluating job openings, recruiting, hiring, training, motivating, planning incentives, conducting performance evaluations and succession planning.
- ◆ Developed innovative employee incentive programs that increased organizational efficiency and reduced costs while offering generous plans to all employees, raising morale and enhancing employee satisfaction.

**Vice President of Operations, Cashier - Gatesville, Texas****1995 - 2005**

Challenged to supervise five branch locations, an in-house data processing center and call center. Scope of responsibility included directing a management team of 12 that included branch managers, data processing supervisors, and client services supervisors, accounting department supervisors and operations assistants.

- ◆ Enhanced customer service, improved account report generation and made records more readily accessible by leading the bank through a successful conversion to a new computer system.
- ◆ Created a quality control department and electronic services department without hiring any additional employees by optimizing workplace efficiency, streamlining job functions and determining which roles in the bank could take on additional responsibilities.

**Branch Operations Manager - Hewitt, Texas****1991 - 1995**

Advanced to manage branch sales of products, new business, operations, customer service and tellers, which involved hiring and direct supervision of a staff of 15.

- ◆ Developed the "Know Our Customer" program contest, which enhanced customer service for the branch and maintained a visible presence on the bank floor, interacting with customers and providing a visible example of customer service excellence for staff to emulate.
- ◆ Through leadership and customer service initiatives grew branch asset size from \$12 million to \$22 million.

**Teller/Booking Supervisor - Hewitt, Texas****1987 - 1991**

Brought on to serve as Paying and Receiving Teller, working the lobby and drive-through with responsibility for opening new accounts, processing loan payments and handling work in the proof department. Oversaw customer service calls, processed and mailed bank statements, balanced settlement accounts and serviced ATM machines.

- ◆ Rapidly gained experience in all facets in of bank operations through job responsibilities and by taking personal initiative to volunteer for special projects.
- ◆ Contributed to customer satisfaction by training and scheduling tellers.

**KWTX-TV – Waco, Texas**

**2005 – 2012**

***On-Air Television Financial Expert***

Chosen by this CBS Affiliate station to host a six-week series called “Money Tips” and “Moms Everyday” providing banking advice for consumers during the noon broadcast.

- ◆ Success of the Money Tips segment resulted in offer to serve as the station’s Financial Expert for periodic banking stories.

**DAVID PHELPS CONCERTS – Waco, Texas**

**2003 – 2013**

***Concert Promoter***

Promoted concert events for Grammy and Dove Award-winner David Phelps, raising funds to finance events, planning and organizing the final entertainment production, negotiating contracts with artists and providers of concessions, scheduling performances, coordinating media efforts, advertising and publicizing events to sell tickets, hiring support personnel and adhering to established budget.

- ◆ Donated more than \$100,000 of promoter proceeds to local charities and non-profit organizations by achieving 100% capacity for events.
- ◆ Received the Mission Waco Divine Servant Award in February 2012 for outstanding volunteer work in raising money for local charitable organizations during a 10-year period through events such as the David Phelps Christmas concerts.

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### ADDITIONAL LEADERSHIP EXPERIENCE

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Promoted innovative thinking to banking professionals that identifies leadership and improves marketing credibility, builds mutual partnerships, effectively manages and leads people, enhances sales cultures, and develops effective employee incentive and motivational strategies for employee growth and tenure through powerful and insightful instruction at the following schools and associations:

**AMERICAN BANKER’S ASSOCIATION’S**

**BANK MARKETING AND BANK MANAGEMENT SCHOOL – Dallas, Texas**

**2009**

*Instructor – Effective Marketing Leadership*

**TEXAS TECH’S SCHOOL OF BANKING – Lubbock, Texas**

**2009**

*Instructor – Developing a Sales Culture in Community Banks*

**TEXAS BANKER’S ASSOCIATION**

**TELLER SUPERVISOR SCHOOL – Austin, Dallas, San Antonio, Texas**

**2005 – 2008**

*Instructor – Employee Incentive and Motivational Strategies*

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### BOARD APPOINTMENTS

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**AMERICAN BANKER’S ASSOCIATION – Washington D.C.**

**2008 – 2012**

*School of Bank Marketing and Management Advisory Board and Marketing Conference Advisory Board*

**VIRGINIA TOWNLEY, INC. – Waco, Texas**

**2008 – Present**

**DBA PARAMOUNT COMMERCIAL GROUP, WACO LOFT LIVING**

*Advisory Board, Management*

**KSUR RADIO ADVISORY BOARD – Waco, Texas**

**2005 – 2011**

*Marketing Specialist*

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## SPEAKING ENGAGEMENTS

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Top-rated motivational speaker and contributing author, highly respected for insight on topics that include talent management, employee incentive and motivational strategies, developing successful marketing plans, key relationship banking, managing successful sales campaigns, effective leadership management, retaining the bank's best and brightest employees, and custom courses and focus groups. Published author in several leading industry publications including ABA Bank Marketing Magazine and Texas Banking Magazine. Addressed enthusiastic groups that include:

- ◆ American Bankers Association
- ◆ Arizona Bankers Association
- ◆ Arkansas Bankers Association
- ◆ Greater Harker Heights Chamber of Commerce
- ◆ Greater Waco Chamber of Commerce
- ◆ Illinois Bankers Association
- ◆ Indiana Bankers Association
- ◆ Institute of Training
- ◆ Iowa Bankers Association
- ◆ Kansas Bankers Association
- ◆ Louisiana Bankers Association
- ◆ Marketing Made Easy, Inc.
- ◆ Midwest Bankers Association
- ◆ Missouri Bankers Association
- ◆ Ohio Bankers League
- ◆ Nebraska Bankers Association
- ◆ North Dakota Bankers Association
- ◆ Texas Bankers Association
- ◆ UNI - Kuala Lumpur, Malaysia
- ◆ Washington Bankers Association
- ◆ West Virginia Bankers Association

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## EDUCATION AND CERTIFICATIONS

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<b>UNIVERSITY OF WISCONSIN GRADUATE SCHOOL OF BANKING</b> – Madison, Wisc. <i>Human Resources School Certificate Diploma</i>	<b>2009</b>
<b>SOUTHERN METHODIST UNIVERSITY / AMERICAN BANKERS ASSN.</b> – Dallas, Texas <i>Bank Marketing and Management School Certificate Diploma</i> <i>Certified Financial Marketing Professional</i>	<b>2007 – 2008</b>
<b>TEXAS A&amp;M</b> – Commerce, Texas <i>Bank Operations Institute Certificate Diploma</i>	<b>1997 – 1999</b>
<b>DOCUMENT SOLUTIONS UNIVERSITY</b> – Birmingham, Ala. <i>Certificate Diploma</i>	<b>1995</b>
<b>TEXAS BANKERS ASSOCIATION</b> – Austin, Texas <i>Bank Operations School Certificate Diploma</i>	<b>1993</b>

*References Available Upon Request*