

# DAWN R. BROCKUP

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## PROFESSIONAL SUMMARY

Versatile business leader. Experience and accomplished CEO. Strategic problem-solver, change manager, and visionary executive, with success implementing plans to meet current and future needs. Expertise in financial services, B2B and B2C industry.

## SKILLS

- Stakeholder Relations
- Strategic Planning
- Management and Leadership
- Organization and Time Management
- Visionary
- Business Development

## PROFESSIONAL ACCOMPLISHMENTS

### President/CEO

**SYMBIONCE FINANCIAL SOLUTIONS, LLC** - East Hanover, NJ

11/2018 - 05/2023

- Nationwide Real Estate CUSO (Credit Union Service Organization).
- Secondary Market Seller and Servicer FHLMC.
- Initiated closed and sold 2nd Mortgage and HELOCs.
- Increased number of closings 67% first two years.
- Enlarged revenue 87% first two years.
- Coached clients' teams on methods of consultative selling.
- Led all business partners, vendors, regulator's, auditors, compliance officers, attorneys, and client's relationships.
- Delivered outstanding communication through life of business relationships and resolved issues in 24 hours.
- Increased productivity by continuously coaching team on best practices.
- Reduced operating costs every year.
- Led operational team in development, rollout, and management of new product lines.
- Maintained P&L and shouldered total fiscal responsibility.

### President/CEO

**WEST ORANGE MUNICIPAL FEDERAL CREDIT UNION** - West Orange, NJ

12/2015 - 11/2018

- Elevated strategic and marketing plans and drove business growth.
- Drove action plans to meet and exceed Board's annual goals.
- Increased loans 18% with new products, marketing, and executing work onsite marketing to employer groups.

- Increased non-interest income by offering ancillary products.
- Selected online banking with enhanced security and user-friendly experience.
- Implemented and enhanced internal controls to reduce risk.
- Reviewed custom reports monthly with Directors detailing trend analysis, budget variance and cash flow analysis.

### **Vice President of Client Sales and Services**

**SYMBIONCE FINANCIAL SOLUTIONS, LLC** - East Hanover, NJ

02/2013 - 12/2015

- Ended and retained outflow of remaining Clients, reversing pre-existing problems.
- Empowered team members to create client delight as their number one goal.
- Increased clients 60% by EOY 3.
- Coached clients' teams on methods of consultative selling.
- Implemented custom marketing items for all clients.
- Advised each client to optimize their product pipeline.
- Led sales presentations at all industry meetings.

### **Owner**

**ACCOUNTING SERVICES FOR ALL PROFESSIONALS** - Sewaren, NJ

03/2009 - 01/2013

- Provided consultative management, product and accounting services to Credit Unions.
- Conducted Supervisory exams annually.
- Analyzed underperforming areas to propose recommended solutions.
- Developed strategic and marketing strategies, financial forecasts, and budgeting for client financial institutions.
- Enhanced revenue by analyzing services, programs and products offered; compared to market pricing.
- Coached and mentored managers to ensure solutions, goal dates, strategy implementation, and monitoring were achieved.

## **EDUCATION**

**Bachelor of Science:** Accounting

**Bloomfield College** - Bloomfield, NJ

## **AFFILIATIONS**

- Woodbridge Elks Lodge - Member based community organization providing services to all ages
- Alpha Kappa Psi Business Fraternity Alumni
- New Jersey Credit Union League, Director (2017-2018)
- New Jersey Foundation, Director (2017-2018)
- Northern Chapter, Vice President (2017-2018)