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| *Jason Gonzales*Leadership summaryTrustworthy, virtuous, proven leader and strategic thinker with a solutions-oriented approach to problem-solving and 20 years of demonstrated success in multiple areas of a highly regulated financial industry Exceptional coach, mentor and advocate for team members, resulting in a high retention rate and team member career advancement Proven track record in the research, design, and implementation of new product solutions for customers/membersSubstantive success cultivating and nurturing mutually beneficial relationships with outside business partnersActive servant leader in the communitycontactPHONE:972.489.7729LINKEDIN:[www.linkedin.com/in/jason-gonzales-4977a056](http://www.linkedin.com/in/jason-gonzales-4977a056)EMAIL:jgon1976@yahoo.comADDRESS:2014 Morgan CourtMelissa, TX 75454activities and interestsCoach – youth sportsChildren’s Advocacy Center volunteerJunior Achievement volunteerSchool volunteerCommunity ServiceSports fanTravelEDUCATIONB.A., Political Science/Pre-Law 2003Minor Communications/Public RelationsUniversity of Texas at Arlington*Jason Gonzales*contactPHONE:972.489.7729EMAIL:jgon1976@yahoo.com

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*Jason Gonzales*contactPHONE:972.489.7729EMAIL:jgon1976@yahoo.com | key competencies and skills* Verbal & Written Communication
* Business Acumen
* Client-Centric Focus
* Conflict Resolution
* Strategic Planning and Execution
* Organizational and Team Development
* Diversity and Inclusion
* Organizational Budget & Financial Planning
* HR-related Personnel Matters

**President, Board of Directors, City of McKinney (Volunteer)**Chamber of ECommerce/Jan. 2024 - present/McKinney, TX- Help drive the launch of chamberofEcommerce in McKinney, Texas, through the implementation of multi-faceted strategies aimed at revitalizing local commerce, increasing leads, saving businesses money, and diversifying business revenue streams- Develop and implement innovative membership benefits and resources to give members a competitive advantage in the local business landscape.- Collaborate with key stakeholders to advance business and community priorities in the area, taking a leading role in identifying and addressing key issues.- Contribute to the sustained growth and success of the Chamber by creating a first-star organization that supports the current and future needs of its members- Work collaboratively with the Texas Board of Directors and other community board members to achieve the Chamber’s goals and to ensure alignment with the overall organizational direction and strategy.**Assistant Vice President of Retail**RelyOn Credit Union/March 2023 – Jan 2024/Kaufman, TX- Developed and executed strategic plans to achieve organization-wide retail banking consumer lending objectives. Analyzed market trends, competitor activities, and member needs to identify growth opportunities and enhance business performance.- Defined and implemented comprehensive retail banking strategies, including product development, pricing, member segmentation, and distribution channels. Continuously evaluated and optimized strategies to ensure maximum member satisfaction and credit union profitability.- Lead, coached, and developed a high-performing retail banking and consumer lending leadership team. Fostered a positive and collaborative work environment, instilling a culture of accountability, teamwork, and continuous improvement. Set performance goals and regularly assessed and provided feedback to team members.- Drove the development and enhancement of retail banking products and services, aligning with member demand and market trends. Collaborated with cross-functional teams, including marketing and technology, to bring innovative and customer-centric solutions to market. - Championed the delivery of exceptional member experiences across all retail banking touchpoints. Monitored member feedback and market insights to identify areas for improvement and initiate appropriate actions to enhance member satisfaction.- Identified and cultivated strategic partnerships and alliances to expand the retail banking business. Collaborated with internal executives and community leaders to explore new markets, diversify revenue streams, and increase customer acquisition.- Ensured compliance with regulatory requirements and industry best practices. Partnered with executive team to create and deliver robust risk management frameworks, policies, and procedures to mitigate operational, credit, and regulatory risks within the retail banking division.- Collaborated with executive team and community leaders to develop a comprehensive ITIN deposit and lending strategy focused at delivering financial products and services the underbanked and the underserved. Implemented action plans and monitored progress to ensure successful execution.**Manager, Account/Relationship Management**File & ServeXpress/Aug. 2021 – March 2023/Irving, TX- Managed and supported a national team of account managers whose role is to strengthen relationships with judicial, legal and governmental clients- Proactively collaborated with the Executive team to coordinate and develop plans for client onboarding, training of new product offerings and resource allocation for post go-live support to ensure success- Ensure FSX services adhere to client and contractual requirements,timely delivery on commitments, and overall client satisfaction- Consistently monitored client feedback and recommendations for improvement to ensure the highest level of client satisfaction for all FSX court, governmental agencies, law firms, and public clients- Partnered with existing and potential clients for opportunities to improve product and service offerings- Successfully contributed to continued growth and business development of the File & ServeXpress eFiling business by meeting with current and potential clients including law firms, sole practitioners, bar associations, court clerks, legal assistants, paralegals and legal secretaries to sell the benefits of FSX eFiling suite of products- Developed and implemented account management metrics and KPIs to measure customer satisfaction (NPS)**Assistant Vice President, Banking Center Manager/Business Development Officer**Bank OZK/Jan. 2021 – Aug. 2021/Allen, TX**-** Lead, inspired, coached, and developed a successful sales team by leveraging team members as a competitive advantage, including setting branch goals and creating plans of action for exceeding those goals**-** Successfully increased net revenue and profitability and positively impacted New Promoter Scores through relationship- building, resulting in greater market share**-** Created a vital sales and service culture, promoting teamwork with partners and other corporate departments**-** Performed annual planning and budgeting for the branch**-** Conducted performance evaluations for branch employees- Effectively managed the daily branch operations including, but not limited to audit and compliance, internal control procedures for safety and soundness, hiring, scheduling, training, cash reconciliation, BSA, AML, OFAC, CIP-related processes, and account agreements**Director, Branch Retail Operations**Credit Union of Texas/Oct. 2016 – Aug. 2020/Allen, TX**-** Promoted by the Chief Retail Officer to champion branch culture, sales, service, and compliance. Led a team of 130+ banking professionals, 14 branch managers, and 2 Regional Manager across 13 brick- and-mortar branches and a Virtual Branch (ITM and Chat team) **-** Positively impacted team member retention and promoted a culture that empowers team members while nurturing growth and development through the implementation of career path/developmental plans, 1x1 coaching sessions, huddles, and employee recognition programs **-** Impacted branch productivity and branch profitability by growing branch deposit accounts more than 20% year over year and increasing loan volume by 30% over four years through the creation of and the implementation of sales training, team member and leader compensation plans, and the onboarding of a new CRM **-** Vital consultant and contributor on many projects that drove continued product and process improvement, including the implementation of a new core processing platform, the design and functionality of a new CRM system, and added benefits to checking account products **-** Cultivated and nurtured mutually beneficial relationships with internal department leaders and outside business partners to improve upon and/or onboard new product solutions for customers/members [Interactive Teller Machines (ITM), Chat, checking accounts, website, online banking, online loan applications, online checking account origination, instant issue debit cards, ACH/Wires, Save the Change] **-** Exercised ethical and sound judgment when counseling branch leaders on HR-related personnel issues and employment matters**-** Created department salary tables to equitably and consistently align with job titles and job responsibilities which saved the credit union money, improved team morale, and assured market competitiveness for acquiring and retaining talent **-** Responsible for determining fair and equitable salary offers for internal promotions and external talent acquisition **-** Promoted safe and sound operational decision-making that resulted in clean compliance audits **-** Expanded CUTX loyalty and visibility by successfully orchestrating branch openings in 4 new markets**-** Expeditiously pivoted branch business model during Covid-19 pandemic to accommodate team members and members with the purpose of ensuring maximum health, safety, and well-being without compromising service**Other positions served at Credit Union of Texas:****Regional Retail Development Manager, Nov. 2015 – Oct. 2016****Store Leader (Branch Manager), Sept. 2015 – Nov. 2015**Work Experience**Branch Manager**Patriot Bank (now Veritex Bank)/July 2014 – Sept. 2015/Dallas, TX**-** Effectively managed the daily branch operations including, but not limited to audit and compliance, internal control procedures for safety and soundness, hiring, scheduling, training, cash reconciliation, BSA, AML, OFAC, CIP-related processes, and account agreements**-** Inspired, led, motivated, and coached a successful team through the development of team members as a competitive advantage, including setting branch goals and creating plans of action for exceeding those goals**-** Successfully served the customers’ total financial service needs through relationship- building, resulting in greater market share and profitability **-** Created a vital sales and service organization, promoting teamwork with partners and other corporate departments**-** Conducted performance evaluations for branch employees |