
JUDITH FRIEMAN

*Global rainmaker, proven turnaround artist, and strategic futurist who makes
“the impossible possible” for many of the world’s leading companies.*

Global Marketplaces

Global Rainmaker — Create, develop, and execute innovative, customer-focused, highly targeted global sales and marketing programs that add value, boost revenue, improve market share, and increase margins for Fortune companies.

Multimillion-Dollar Revenue Targets

Driver of Growth and Major Wins — Deliver billions in assets, millions in revenue, and significant competitive leads. Build and solidify competitive position, profitability, and operational performance excellence.

Fortune 500 Accounts

Strategic Futurist — Correctly predict, time, and capitalize upon business climate and industry trends for two, three, and even four years out.

Professional Services

Cross-Functional Executive — Function seamlessly in global organizational leadership, turnaround management, operational oversight, C-level sales, and relationship management.

International Business Development

Leading-Edge Technology Solutions

Visionary and Executor — Invent and implement unique, value-added solutions to the complex issues of clients doing business in diverse industries.

Cross-Cultural Change Management

Proven Turnaround Artist — Rescue and revitalize failed or stalled products, teams, and organizations to grow new markets and regain competitive positioning.

INTERNATIONAL SCOPE

True multinational executive with international perspective, proficiency in local market and country-specific segmentation, and acute understanding of the global marketplace, its critical business considerations—geopolitical conditions, economic factors, social / cultural practices, industry trends, competitive presence, regulatory affairs—and their impact on growth, profitability, and success.

Lived and worked in the United States, the United Kingdom, Hong Kong, Australia, and Singapore. Managed business, sales, projects, partnerships, and relationship-management initiatives in the US, the UK, Hong Kong, Singapore, Japan, China, Korea, Taiwan, Thailand, Indonesia, Australia, New Zealand, Malaysia, Brunei, Switzerland, Luxembourg, Spain, Portugal, France, Germany, Nordic Region, Kuwait, Dubai, Oman, Bahrain, Qatar, Saudi Arabia, and the United Arab Emirates.

Global accounts opened and / or managed include: Fidelity Investments, Global Asset Management, Edinburgh Funds Management, JO Hambro, Jardine Fleming, Islamic Bank of Brunei, HBOS, Sigma Finance, M&G, Svenska Handelsbanken, Mizuho Financial, Abu Dhabi Investment Agency, Hong Kong Monetary Authority, Government of Singapore Investment Corporation, HSBC Asset Management, Allied Irish Bank, Goldman Sachs, Lehman Brothers, Merrill Lynch, Kim Eng Securities, Maybank, Sun Life, Nomura Securities, and Dai Ichi Securities.

PROFESSIONAL EXPERIENCE

ABC Bank

1998 to 2002

World’s 8th largest global financial services institution. Leading market position. Offices worldwide.

VICE PRESIDENT – SALES & RELATIONSHIP MANAGEMENT 2001 to 2002

Institutional & Investor Services (IIS) — Europe, Middle East & Africa (EMEA), London, UK

Member, European Executive Board. Top-ranking sales and marketing executive for IIS Europe.

Held full accountability for revenue generation and P&L performance for ABC — UK, Switzerland, Luxembourg, Spain, Portugal, France, Germany, Nordic Region, and Gulf States (Kuwait, Dubai, Oman, Bahrain, Qatar, Saudi Arabia, United Arab Emirates) — representing \$101 million in annual revenue.

Conceived, developed, and executed sales and relationship management strategies promoting full range of financial services products, services, and outsourcing solutions for major financial organizations. Targeted / secured new “value to grow” clients. Drove growth, account penetration, and customer relationships. Provided strategic direction and managerial oversight to complex, multimillion-dollar sales cycles. Motivated, mentored, and led team of 12 sales and consulting professionals.

ABC Bank, continued

Distinctions in Leadership, Sales & Marketing

- Boosted bank's competitive industry position to #2 from #11. (Identified as #2 in European sales by the *Financial Times*.) Realigned ABC's organization with enterprise-level strategies, initiatives, technologies, and objectives by restructuring and providing fresh vision and strong leadership.
- Developed / executed dynamic business strategy for IIS, leveraging ABC's private banking operations in the Channel Islands and Hong Kong to market offshore fund administration and custody services. Designed offshore products with profit margins 24 times those of ABC's core custody offerings. Captured major wins with high-profile accounts.
- Served as principal interface to executive leadership teams of all prospects and customers of ABC's investment communities. Youngest member of the European Executive Board member in corporate history.
- Delivered highest revenue and profitability results ever for IIS — \$15.6 million new sales (on target of \$12 million) and \$62 billion in new asset mandates in 2001.
- Closed first securities lending contracts in ABC, representing \$3 million. Acquired seven of ABC's ten largest institutional accounts. Relationship Manager for top-ten revenue-generating accounts.

VICE PRESIDENT – SALES & RELATIONSHIP MANAGEMENT 1998 to 2001

Institutional & Investor Services (IIS) — Asia Pacific, Singapore & Hong Kong

Top-ranking IIS executive residing in Asia Pacific and Japan, reporting directly to executive committee. P&L for entire \$60+ billion in assets in the Asia Pacific region—Australia, Singapore, Hong Kong, Japan, China, Taiwan, Thailand, Indonesia, New Zealand, Malaysia and Brunei. Managed sales, marketing, customer relationships, and operational capabilities through four regional offices. Developed / implemented all short- and long-term business strategies to promote sale of regional custody, securities lending, reporting, and foreign exchange services to major institutional accounts on regional and country-specific basis. Led core team of 15 managers and total staff of 340+ in sales, relationship management, and operational roles.

Distinctions in Leadership, Sales & Marketing

- Key component of ABC's accelerated growth—from \$3 billion in assets in Asia at hire to over \$60 billion in assets (most from sales and M&A activity) when transferred to London. Total revenue grew from \$2 million to \$25 million at departure. Brought in \$2.4 million over first year 1999's \$1 million target and \$4 million over second-year's \$2 million target.
- Established IIS' presence in Asia Pacific and, over three years, drove growth to include startup offices in Hong Kong and Australia (RBC's first securities lending operation in Australia).
- Identified, negotiated, and closed IIS' largest global acquisition—representing \$20 million+ in annual revenue and opening major inroads in Asia Pacific. Integral player in \$45 million M&A, working from initial stages to successful closure.
- Targeted and won IIS' most profitable global account within six months of hire. Closed all of ABC's major clients in Asia Pacific.
- Structured, negotiated, and managed strategic alliance with Maybank—largest asset mandate in Malaysia (\$3+ billion), 1999.

XYZ Group

1994 to 1998

Division of DEF Corporation, a leading E-information / technology solutions provider to the global investment community.

MANAGER (Senior-Level) — CLIENT SERVICES & ACCOUNT MANAGEMENT 1997 to 1998

Client Services Division — Asia Pacific, Singapore

Regional P&L accountability for \$20 million+ organization providing systems integration consulting, account management, and customer support services in four Asia Pacific countries, and marketing management to Australia and New Zealand. Led 12 systems integration and consulting professionals supporting client trading systems and proprietary trade-messaging platform (Oasys).

Distinctions in Leadership, Sales & Marketing

- Established and led Client Services and Account Management division evolution and growth in Asia Pacific to generate 80% total annual sales and achieve 150% over targeted revenue goals in year one.
 - Delivered \$2.2 million to bottom-line by reengineering and transitioning revenue model from product- to transaction-based.
 - Credited with personal contributions to improving internal decision support and value to customer by spearheading design and global rollout of IT-based institutional trading tools.
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XYZ Group, continued

MARKET MANAGER 1994 to 1996 — Australia & New Zealand 1995 to 1996 / **Hong Kong** 1994 to 1995

Managed daily operations, finance, and marketing / sales for two oldest offices in Asia. Identified, negotiated, and closed new business targets. Grew revenue and penetration within existing customer base (40+ major institutional accounts). Partnered with corporate, divisional, and local marketing / sales teams on messaging, branding, and value-adding initiatives. Led teams of up to seven in operations, integration consulting, client services, and relationship management roles.

Distinctions in Leadership, Sales & Marketing

- Halted losses and achieved profitability by leading an aggressive, rapidly deployed turnaround of Australia / New Zealand organization — far exceeding corporate mandate to salvage or close the office within 364 days.
- Grew Australian market to deliver 35% of Asia Pacific total annual revenue, ranking #2 behind Hong Kong. Led Australia to #4 worldwide for Oasys transactions (behind US / UK / HK) — a distinction it still held today. Targeted, secured, and retained 15 of top-16 strategic corporate accounts.
- Salvaged XYZ's presence in Hong Kong. Resuscitated operations by leading a dynamic and swift turnaround / initiative for two-year-old office experiencing severe under-performance and resignation of entire staff.
- Achieved 285% increase in Hong Kong revenue. Acquired 45 new clients — 60% total regional sales. Ranked Hong Kong as largest regional hub for international securities transactions via Oasys network. Captured major market share from largest competitor.

EARLY CAREER

Services Company

1994

Global enterprise providing information, content, analytics, trading and messaging services and automated products.

PRODUCT SPECIALIST – INFORMATION MANAGEMENT SYSTEMS — HONG KONG

Managed Triarch UNIX trading platforms, data & transaction products sales, consultation, and support services in Hong Kong / Singapore. Validated within local market by closing Jardine Fleming Securities, Reuters' largest installation project.

Sourcing Company

1991 to 1993

\$20 million global, trading company and corporate procurement agent.

GENERAL MANAGER

Decision-making authority and P&L accountability. Generated \$20.4 million in sales against \$20 million target, 1992. Closed company's largest single sale generating \$50,000 in commissions through \$1 million sale.

Publication Company

1988 to 1991

State's Second Largest Student Publication — Social, Political and Economic Topics

FOUNDER, PUBLISHER & GENERAL MANAGER

Published / managed operations and staff of 28. Evolved small newspaper into a sophisticated publication, growing annual gross sales to \$14,000+ from \$2,500 and boosting monthly readership to 30,000. Negotiated / closed publication's profitable sale.

EDUCATION & CERTIFICATION

MSc in Professional Computing (pending)—University, UK. Classes completed. Dissertation in progress.

BS in Economics / Political Science, State University, USA 1991

Recent professional development courses: High Performance Consulting Skills for Executives, Talent Leadership, Creative & Strategic Thinking, Holden Strategic Sales

Certifications & Licensure: XML Professional Certification (Microsoft / LTI) 2003, Javascript Professional Certification (Microsoft / LTI), 2003, Web Development Professional Certification (Microsoft / LTI) 2002, Data Communication & Telecommunication certificate (LTI) 2003, Securities & Futures Association (SFA) Registered in the United Kingdom
