

## Michael Darling



### **SUMMARY**

Financial professional with 25+ years of experience creating and managing innovative products to capitalize on business opportunities and lead generation in large corporations. Strong track record of managing P & L and driving revenue growth.

### **PROFESSIONAL EXPERIENCE**

#### **FARMERS INSURANCE, Mundelein, IL 2015- Present**

*An insurance agency that focuses generating leads and converting them to long term customers for property and casualty, commercial and life insurance policies.*

##### ***Insurance Producer***

*Senior producer of commercial as well as property and casualty accounts. Generate leads to convert them to prospects and customer. Develop marketing campaign for internet, direct mail and telemarketing.*

- Marketed to Businesses in networks and associations
- Marketed to consumers through online social media, and various online mailings
- Developed marketing campaigns to convert leads to customers through consistent follow up and multiple marketing channels, such as email, calls, texts, newsletters, postcards, etc.

#### **MINUTEMAN PRESS, Deerfield, IL 2013 – 2015**

*A printing and marketing company that specializes in assisting small businesses in marketing their business through direct mail, direct marketing, social media and promotional products.*

##### **Business Development**

Lead a team of graphic designers, print operators and sales personnel to grow business relations through account acquisition, graphic concepts and design, and marketing.

- Marketed to Universities, Schools, and Charitable organizations for brochures, curriculum guides, posters and banners
- Marketed to medium and small businesses for forms, brochures, promotional products and other office needs
- Marketed to corporations for forms, tradeshow booths and materials

#### **MONERIS SOLUTIONS, INC., Schaumburg, IL 2006 – 2012**

*The US subsidiary of Moneris Solutions Company, Canada, the largest merchant acquirer and transaction processor in Canada and sixth largest in North America.*

##### **Senior Manager, Product Strategy and Point of Service Solutions**

Led a team of six responsible for creating new products and services to acquire and retain clients.

- Created four to six new products annually to increase revenue growth.
- Led multi-functional teams on strategic initiatives. Conducted SWOT analyses, identified new products to increase market share, developed pricing models and business / product use cases.
- Directed multi-million dollar contract negotiations with vendors for new product offerings.

**COLUMBIA COLLEGE OF MISSOURI**, Gurnee, IL 2000-2002

*A four year educational school that focuses on adult learning with mostly evening and weekend classes.*

**Professor**

Taught several classes in financial and computer systems to undergraduate students

**MORGAN STANLEY & COMPANY**, Riverwoods, IL 1997– 2006

*A Fortune 500 financial services company offering direct banking and payment services within the United States. Discover Financial Services was a division of Morgan Stanley.*

**Senior Manager, Network Strategic Development 2000– 2006**

Led teams of six to eight with responsibility for supporting private label and affinity stored value programs. Created marketing plans, marketed products to prospective customers, and exhibited at industry and trade shows.

- Generated new business growth totaling more than \$81 million in sales volume in 2005 and \$98 million in 2006.
- Developed new sales channels to market stored value products: travel, rebate, and agent banking. Contracted with over 250 small and mid-size banks.
- Negotiated multi-million dollar contracts for business acquisitions, and sales and transaction processing arrangements.
- Marketed products to financial institutions, manufacturers, and various industries.
- Spearheaded business process and system integrations to align with strategic plans.
- Provided business analysis and project management to department heads for projects with over \$1 million in financial impact.

**Audit Senior, Audit Supervisor 1997 – 2000**

Led teams of 3 to 5 auditors responsible for conducting risk based financial, operational and IT audits in banking institutions with cash balances over \$250 million or receivables departments with total receipts over \$50 million.

- Planned audit engagements, managed and directed staff in fieldwork, conducted audits, drafted audit assessments.
- Identified and monitored risk associated with asset securitizations with a \$50 million impact.
- Identified and monitored risk associated with mortgage processing with a \$100 million impact.

**PENSION BENEFITS ADMIN.**, US Dept. of Labor, Chicago, IL 1992 – 1997

*An agency of the US Department of Labor enforcing laws related to retirement savings and investments.*

**Senior Auditor**

Responsible for conducting business system audits at trust, investment management and insurance companies to ensure compliance with the Employee Retirement Income Security Act (ERISA)

**EDUCATION**

**M.A.**, Computer Resources and Management, **Webster University**, St. Louis, Missouri

**COMMUNITY SERVICE**

*Lake County Chamber of Commerce, Chairman; University of Illinois Extension Foundation, Board; Common Bond, Board; Sign of the Dove Church, Board*