

# ADAM GREEN

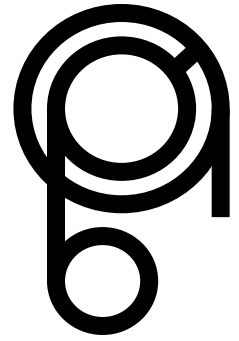
## DIGITAL STRATEGIST

770-595-7256

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[@thedigitaladam](#)

Birmingham, Alabama



### INTRO +

Over the last 17 years, Adam has helped transform organizations, teams and people to become leaders and differentiators. His work has centered on strategies within digital, customer and user experiences, payments, innovation and Fintech. He has served as a practitioner, consultant, advisor and executive within Financial Services, Retail and Hospitality. Adam's work spans the globe supporting banks, credit card issuers, global technology providers and consultancies.

### EDUCATION +

#### PRODUCT MANAGEMENT CERTIFICATION

PRAGMATIC MARKETING | 1.2008

#### SIX SIGMA GREENBELT

GENWORTH | 8.2007

#### BS, BANKING + FINANCE

MADISON UNIVERSITY | 7.2007

### EXPERIENCE HIGHLIGHTS +

#### FOUNDER & STRATEGIST

Rype Strategy Consultancy | Birmingham, AL | 1.2009 - PRESENT

- **ROLE: FOUNDER**

(r)DATA: A Stealmode Startup Co. | Birmingham, AL | 1.2017 - Present

- **ROLE: PARTNER, DIGITAL STRATEGY & DELIVERY**

Wipro Ltd. | Jacksonville, FL | 5.2015 - 9.2016

- **ROLE: DIGITAL STRATEGIST & DELIVERY LEAD**

IBM Intereactive Experience | New York, NY | 8.2013 - 5.2015

- **ROLE: PRINCIPAL, DIGITAL & PAYMENTS**

Capco (an FIS Global Co.) | New York, NY | 1.2012 - 8.2013

- **ROLE: HEAD OF INNOVATION & STRATEGY**

TD Bank Group | Toronto, ON | 1.2011 - 1.2012

- **ROLE: HEAD OF DIGITAL**

Regions Financial | Birmingham, AL | 8.2009 - 1.2011

#### SENIOR PRODUCT MANAGER, DIGITAL

FIS Global | Alpharetta, GA | 11.2007 - 12.2008

#### SENIOR MANAGER, STRATEGIC INITIATIVES

NetBank (now Capital One) | Alpharetta, GA | 2.2001 - 9.2007

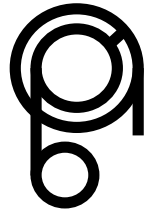
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+ EXPERIENCE DETAILS

### FOUNDER & STRATEGIST

Rype Strategy Consultancy | Birmingham, AL | 1.2009 - PRESENT

I founded Rype Strategy to help organizations create strategies for digital, develop product management teams, and pursue delivery and implementation initiatives. Over the last 8 years, I have been a consultant to banks, technology firms and consultancies, as well as their clients. Sample clients and projects include the following:

- FOUNDER

(r)DATA | Birmingham, AL | 1.2017 – 8.2017

Developing a product that leverages real-time behavioral attributes to target customers “in the moment”. The product is designed to optimize the direct-to-consumer digital channel from attraction, acquisition and servicing.

- Lead the research/incubation work to deliver the next generation of digital experiences
- Developed & implemented new technology for acquisition capabilities (cloud services)
- Created data strategy for behavioral analytics and user attributes

- CONSULTING PARTNER & PRACTICE HEAD, DIGITAL

Wipro Ltd. | Jacksonville, FL | 5.2015 – 9.2016

As a Consulting Partner & Practice Head for Digital, I was responsible for helping Wipro tell the story of digital to their clients, nurturing strategies within Financial Services and Retail. I also developed partnerships within the Fintech community as well as other relevant suppliers.

- Strategy lead for Fintech - source and seed opportunities in joint pursuits with overlapping clients
- Developed and managed a Digital Center of Excellence to support clients in product development, design and implementations (based in Chennai, India)
- Delivered an acquisition and client servicing platform for a client in Mexico

- DIGITAL STRATEGIST

IBM Interactive Experience | New York, NY | 8.2013 – 5.2015

I served as a strategist within the Interactive Experience Practice at IBM. My role was to bring meaningful change to their clients through design thinking, vision and strategy for the digital channel and customer / user experiences.

- Co-lead for design thinking initiatives for clients across the Americas, Africa and Europe
- Supported all sales and delivery activities in IBM's emerging markets including East Africa, Western Europe and LATAM
- Strategy lead for the Apple Watch app development program

- PRINCIPAL, DIGITAL & PAYMENTS

Capco (an FIS Global Co.) | New York, NY | 1.2012 – 8.2013

As a Principal in Capco's Digital Practice, I drove new ideas across their organization and clients in Financial Services and the Venture Capital community.

- Led research programs on emerging technology solutions in digital and the impact on customer / user experiences
- Developed digital organizations for Capco's clients, including talent acquisition, implementing Agile, developing P&L frameworks and vendor management
- Developed mobile payments solutions that was deployed domestically and part of core lab offering

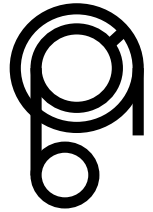
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+ EXPERIENCE DETAILS CONTINUED

### **FOUNDER & STRATEGIST (CONT'D).**

Rype Strategy Consultancy | Birmingham, AL | 1.2009 - PRESENT

- HEAD OF INNOVATION  
TD BANK Group | Toronto, ON | 1.2011 – 1.2012

I served as Head of Innovation, responsible for driving new ideas across the bank's direct channels (online, mobile, phone/IVR and ATM) within the U.S. and Canada.

- Created an internal social platform for delivering content across the enterprise, using an integrated idea management platform from IBM called Greenhouse
- Partnered with business and technology delivery leads within direct channels to develop 3- and 5-year strategies across the organization
- Wrote patents for 4 initiatives within the bank for digital experiences

- HEAD OF DIGITAL  
Regions Financial | Birmingham, AL | 8.2009 – 1.2011

Hired as an advisor and chief strategist for the organization's digital and emerging technology initiatives. During my time there, I implemented an automated account opening tool, upgraded the online banking and bill pay platforms, implemented a money movement tool, implemented a new mobile banking solution and redesigned the public and secure site UI.

- Led strategy for Regions' online platforms including. Regions.com, consumer and small business online and mobile banking and commercial web portals
- Strategic planning and budget management for the channel (full P&L) for the channel - including all investments in people and technology
- Managed an organization of more than 40 practitioners with oversight of design, business analysts, data, product management, support and content

### **SENIOR PRODUCT MANAGER**

FIS Global | Alpharetta, GA | 11.2007 – 12.2008

As the product manager for online and mobile banking, I developed the strategy and delivery framework for each platform. I developed the requirements and design for FIS' first mobile banking solution which was deployed globally. I also redesigned the online banking platform for several banks within the FIS portfolio.

- Managed product lifecycle from strategic planning to tactical activities - leveraging SDLC
- Consulted on the implementation/integration framework with 3rd party applications
- Authored articles and spoke on industry events on the future of mobile in banking

### **SENIOR MANAGER, STRATEGIC INITIATIVES**

NetBank | Alpharetta, GA | 2.2001 – 9.2007

Managed future state initiatives for the bank, including marketing of products and services, SEM/SEO, user experience and customer acquisition. I implemented an online account opening solution, the first mobile banking platform, online banking and bill pay platforms and managed the vendors that supported those initiatives.

- As product development manager, I managed product and service creation, enhancement and delivery
- Led the direction of all digital media and online marketing activities
- Enterprise owner of all site data, analytics, SEO, SEM