

LEN FERMAN

website: www.fermaninnovation.com

email: len@fermaninnovation.com

(904)-553-0075

SUMMARY

Senior business executive, university professor, author, speaker and Duke MBA with Fortune 100 and entrepreneurial start-up experience. Significant track record managing innovation and market research. Success helping companies develop strategic growth initiatives and breakthrough products and services.

BUSINESS EXPERIENCE

University of North Florida, Jacksonville, FL

2014 - present

One of the best colleges in the Southeast, according to The Princeton Review

Adjunct Professor of Management

- Developed and teach a course on innovation that is offered as an undergraduate business elective
- Created and teach an executive education course on business innovation
- Faculty member of the American Management Association
- Published college textbook, *"Business Creativity and Innovation: Perspectives and Best Practices"*

Ferman Innovation, Jacksonville, FL

2013 - present

Boutique innovation agency helping corporations generate breakthrough strategic growth initiatives

Founder and Managing Director

- Facilitate business development efforts for Fortune 500 companies seeking major growth initiatives
- Developed the customer journey mapping service for MartizCX, the world's largest CX research firm
- Guest speaker on innovation at many large business conferences including the Front End of Innovation

Bank of America, Jacksonville, FL

1998 - 2013

Multinational banking and financial services company

Senior Vice President, Consumer & Small Business Ideation and Innovation (2011 – 2013)

- Led large cross functional teams (40+ executives) in developing product concepts
- Charged by senior management to lead an initiative to improve the customer experience resulting in many new service concepts approved for development
- Developed 20+ new product/service initiatives
- Facilitated brainstorming sessions and the idea evaluation process with business leaders

Senior Vice President, Payment Solutions (2011)

- Led senior management directive to map all bank payment initiatives and identify market opportunities

Senior Vice President, Customer Segments Competitive Intelligence (2009 – 2011)

- Prepared senior management briefings on key competitor strategies and developed recommended actions that formed the basis of product and segment team strategy

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Bank of America, Jacksonville, FL

Senior Vice President, Small Business Insights and Innovation (2003 – 2009)

- Led large cross functional teams in developing small business product concepts
- Developed the concept for the Bank of America Small Business Online Community, one of the first online forums for small businesses
- Created a sales reporting system that led to a 30% increase in branch credit & debit card sales

Vice President, Business Debit Cards (1998 – 2003)

- Developed and launched the Business Debit Card for Bank of America
- Led a cross functional team of over 30 people that operated all aspects of the product
- Delivered \$100+ million per year in net income when product reached maturity in 2002 – 2003

Barnett Bank, Jacksonville, FL

1995 – 1998

Largest bank in Florida

Electronic Banking Marketing Manager.

- P&L responsibility for five debit card products and travel financial products
- Developed and implemented the first image deposit ATM
- Launched Visa TravelMoney Prepaid Card, the first international prepaid card
- Managed the Univ. of Florida Gator One Card program, the premier campus card program in the US

AT&T, Jacksonville, FL

1990 – 1995

Senior Manager

- Member of the start-up team of the AT&T Universal Credit Card
- Developed plans for the AT&T Universal Business Card

EDUCATION

Duke University Fuqua School of Business, Durham, NC

Master of Business Administration

Duke University, Durham, NC

Master of Arts in economics

Lehigh University, Bethlehem, PA

Bachelor of Science degree, Summa Cum Laude, majored in economics