

# KASASA®

## EXECUTIVE BIOS



### **Greg Wempe, Chief Client Officer**

Leveraging analytics as a growth driver and success indicator, Greg Wempe engineers data from community financial institutions nationwide to optimize each institution's product sets for maximum profit.

Greg is Chief Client Officer at Kasasa®, an innovative leader in branded, community-powered banking products proven to drive profit and growth. He advises more than 900 client financial institutions in selecting the most profitable product set, platform, and strategy.

Greg takes a data driven approach to consulting. His team pores over analytics for hundreds of the company's clients, identifying patterns and key components for success. The result is a vast library of customizable tactics and strategies capable of meeting — and exceeding — any community financial institution's goals.

Greg also believes in delivering service with a personal touch. Under Greg's leadership, Client Directors have more than doubled their face-to-face time with the community financial institutions they serve.

In 2013, as Executive Vice President and General Manager of Client Profit Solutions, Greg managed all of the company's revenue-generating offerings, tailoring the product suite into individual client solutions.

From 2010 to 2013, Greg led the Executive Strategy team to consult executives at more than 60 community financial institutions on long-term product strategy. He served on the Asset-Liability Committee for eight institutions.

Greg joined Kasasa in 2006 as Vice President of Consulting. He built the training and analytics divisions, established the company's consulting procedures, and created a channel between client feedback and product development. In 2007, Greg was named Vice President and Senior Executive Consultant.

When Greg joined National Instruments in 2002, he became the youngest product manager in the company's history. A year later, Greg gained ownership of the MatrixX software. He exceeded the product's yearly sales expectation by 30% and achieved 30% year-over-year sales growth for the next three years.

Greg holds a BE from Vanderbilt University in Biomedical Engineering and Electrical/Computer Engineering.