

# KASASA®

## EXECUTIVE BIOS



### **Keith Brannan, Chief Marketing Officer**

A 20-year veteran of the financial services and technology industry, Keith Brannan increases ROI for community financial institutions by aligning organizational design, differentiated brand strategy, go-to-market initiatives, and a vision for consumer and corporate marketing tactics with sales objectives. Keith designs and scales marketing products in order for community financial institutions to have access to best-in-class marketing.

Keith is Chief Marketing Officer of Kasasa®, the innovative leader in branded, community-powered banking products proven to drive profit and growth. He directs growth initiatives for Kasasa and the company's client base of more than 700 community banks and credit unions.

He also drives adoption of Kasasa®, a national brand of free rewards checking accounts and other products offered exclusively at select community financial institutions.

Prior to Kasasa, Keith was Vice President of Strategic Marketing for Country Financial. He directed sales, marketing, and brand strategy, as well as resource management and marketing program design.

Keith led dozens of growth initiatives for the \$3.5 billion financial services organization over eight years. As Financial Security Office Director, Keith spearheaded the largest initiative in the company's history. Starting in 2004, he led a successful five-year plan to increase ROI and re-position the company. Additionally, he developed Country Financial's corporate strategy practice.

Careerbuilder.com called on Keith in 1999 to develop a new corporate identity, including image, logo, messaging, and pricing. He led the launch of Sologig.com in 2000, taking Careerbuilder.com's new brand and business component to positive EBITDA in less than one quarter.

Keith first gained C-level vision of the financial services landscape in 1995 at Accenture, when he served as Financial Markets Consultant to Fortune 500 companies. Clients included NationsBank, Fleet Mortgage Corporation, Financial Ideas Exchange, and U.S. Bancorp Piper Jaffray.

Keith received his management education from Kellogg School of Management at Northwestern University, where he received the Executive Education Certificate from Kellogg Management Institute. He also holds a BA in Psychology from the University of Alabama.