

## MANAGEMENT PROFESSIONAL

*Entrepreneurial-Minded, Relationship-Focused, and Results-Oriented Professional*

Accomplished leader with outstanding practical experience and a proven record of achievement. Extensive background distinguished by record-setting sales and success in business development, credit analysis, and financing. Adept at executing strategies to maximize organizational performance and position. Leverage exceptional interpersonal abilities to forge solid professional relationships; draw on leadership acumen to extend the capabilities of teams and meet challenging organizational goals. *Highlights include:*

- Business Development/Prospecting
- Strategic Planning/Management
- Performance Goals/Metrics/Results
- Value-Added/Solutions-Driven Sales
- Presentations/Negotiations
- Staff Coaching/Mentoring

*Specializing in...*

Client Relations  
Needs Analysis  
Sales Strategies  
Business Analysis  
Forecasting  
Sales Tracking  
Staff Leadership  
Training  
Development  
Product Promotion

## PROFESSIONAL EXPERIENCE

ALLY FINANCIAL INC., Phoenix, AZ  
Top-rated financial institution.

2013 to Present

### Senior Account Executive

Cultivate strong dealer relationships and successfully manage an RV retail portfolio, while promoting loan products across Arizona, New Mexico, Colorado, Utah, and Wyoming. Analyze client needs, conduct competitive research, and identify value-added solutions. Provide coaching and mentoring to associates focused on sales techniques and business best practices. Work in collaboration with account managers and commercial client managers to maximize sales and cross-selling opportunities.

#### ENTERPRISE IMPACT:

- ▶ Recognized for the ability to **build and maintain solid dealer relationships**.
- ▶ **Engaged in high impact sales strategies** that were effective in generating new business.

BANK OF AMERICA, NA, Phoenix, AZ  
Leading global banking organization.

2003 to 2013

### Senior Retail Client Manager (2012 to 2013)

Successfully managed a multimillion-dollar auto and RV retail portfolio and cultivated dealer relationships in promotion of loan products across Southern Washington, Nevada, Arizona & Wyoming markets. Employed a consultative sales approach to analyze client needs, conduct competitive research, and identify solutions that added value. Coached and mentored associates on sales techniques and business best practices. Collaborated with account managers and commercial client managers to maximize sales and cross-selling opportunities.

#### ENTERPRISE IMPACT:

- ▶ **Promoted to this role** after consistently meeting/often exceeding challenging sales targets, demonstrating the ability to manage lasting customer relationships and negotiating successful deals.
- ▶ **Devised and implemented sales strategies** that were highly effective in generating new and repeat business.
- ▶ **Realized an increase** in retail business of 145% from 2012 to 2013.

Continued...

**Retail Client Manager — Auto & RV (2009 to 2012)**

Developed and maintained business relationships while promoting loan products to automotive and RV dealers across Northern Arizona, Nevada, and Wyoming. Consulted with clients and provided viable business solutions. Advised associates on best practices and consultative sales approaches. Increased sales and cross-selling opportunities by working in collaboration with account and commercial client managers.

**ENTERPRISE IMPACT:**

- ▶ **Took on the Nevada portfolio in 2009 of \$200 million with a net loss rate at highest ever of 5%**, and successfully negotiated to below 1% within 2 years.
- ▶ Negotiated retail commitments with auto dealers that repeatedly **resulted in new business**.
- ▶ **Grew retail volume by an average of 135%, despite the financial crisis** and a drop in retail business as a result of the economic downturn in 2008.
- ▶ Entrusted with **analyzing dealer portfolio performance**, motivating dealers to improve performance, and deactivating retail lines for poor performance.

**Retail Client Manager — RV (2003 to 2009)**

Hired to develop business relationships while selling loan products to RV dealers across Arizona, New Mexico, Utah, Nevada, and Colorado. Devised and implemented key strategies to drive sales.

**ENTERPRISE IMPACT:**

- ▶ **Earned recognition in 2005 and 2006 with the Heavy Hitter Award** after increasing retail business above company and industry standards.
- ▶ **Entrusted with managing the organization's high-profile Beaudry RV relationship**, a \$100 million floor plan commitment.
- ▶ Recognized for successfully **negotiating a \$100 million retail volume commitment and securing 50%** of Beaudry's retail business annually.
- ▶ Designated the region's **Hybrid Client Manager** for New Mexico and Arizona, with the authority to negotiate retail opportunities with RV dealers and manage commercial floor plan accounts.

BANK ONE, Phoenix, AZ

2002 to 2003

Banking entity serving consumers across the globe.

**Retail Client Manager — RV****ENTERPRISE IMPACT:**

- ▶ **Developed and executed sales strategies** that were effective in generating business.
- ▶ Credited for proactive approach and ability to **anticipate client needs**.

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**EDUCATION, TRAINING, COMMUNITY SERVICE**

**BSBA, Double Major: Accounting & Finance, UNIVERSITY OF ARIZONA, TUCSON, AZ**

**Masters of Business Administration: Eller College of Management, UNIVERSITY OF ARIZONA**

**BETA GAMMA SIGMA GRADUATE HONOR SOCIETY, 2016**

**Volunteer – Paradise Valley Police Department**

**FBI Citizens Academy 2017**

## Volunteer Opportunities

### TOWN OF PARADISE VALLEY COMMITTEE VOLUNTEER APPLICATION FORM

A vacancy has opened up on the Municipal Property Corporation (MPC). The MPC Board of Directors issues debt on behalf of the Town to finance major capital projects such as construction of sewer line infrastructure and public buildings. The Board is made up of seven members who serve three year terms. The Board meets once or twice per year. If you are interested in serving on this Board, please complete this application and submit. The deadline to submit an application is September 6, 2017

Please provide the following background information.

Name*	Ellen Andeen
Address*	
Email*	
Home Phone	
Employer	Ally Bank
Occupation	Senior Account Executive
Business Phone	
Cell Phone	
Number of years as PV resident	44

Professional experience highlights

Having graduated in 1994 from the University of Arizona with a Double Major in Accounting & Finance, I have been in the banking world since then, extending credit to businesses & individuals in the automotive & RV space - this encompasses floorplan financing, working capital loans, real estate acquisitions & refinances as well as retail extensions of credit to individuals.

In my time working at Bank of America in Seattle, I served on the Puget Sound Contribution Committee, which was the team that oversaw the approval & disbursement of funds from Bank of America to the local nonprofit community.

In 2016, I completed my Masters in Business Administration at the University of Arizona achieving the distinction of Summa Cum Laude. I offer a diversified background from 20 years in banking, along with sales & marketing experience.

What experience do you think qualifies you to be a committee member?

Recently, I was appointed as Treasurer to the FBI Phoenix Citizens Academy (fbipcaaa.org). I am a Paradise Valley resident and have lived in Paradise Valley for over 40 years. I was fortunate to grow up living on Mummy Mountain and truly value the unique mountains that our residents and resort guests enjoy. I am an avid hiker and regularly observe the scenic beauty of our Town. I would be honored to provide my skills and experience as a volunteer to the community and look forward to opportunities where I can be of service.

I understand the commitment of serving as a volunteer. I am proud to have family members who have demonstrated that commitment by giving back and serving on PV Town Council, the Board of Adjustment and the Town Historical Committee.

Community Activities

Paradise Valley Police Department Volunteer since 2015

- a. Regional Committee Member of which oversight duties include:
  - i. Administrative functionality coordinating volunteer assistance with the Command team at the police station.
  - ii. Coordination of Volunteer assistance at annual PV Town Car Show.
  - iii. Coordination of Volunteer assistance at annual Town Public Safety Fair.
- b. FBI Citizens Academy Board Member since 2017 (501c3). Treasurer

Attach resume and cover letter

[AndeenEllenResumeUpdateFinal2017.pdf](#)

\* indicates required fields.