**Chris Anderson**

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# Summary

A talented professional with extensive experience in strategy development and tactical execution of marketing, project, and product management initiatives.

* Results-oriented project manager of product, digital transformation, interactive, creative, and development (waterfall and agile) initiatives with responsibilities to manage budgets, track timelines, and ensure completion within the scope of the project.
* 15+ years of marketing experience; strategy, interactive, search (SEO & SEM) marketing, social media, brand development, competitive analysis, and process improvement.
* Effective leader of cross-functional and matrix teams, communicating to larger audiences with a keen understanding of technology, marketing, project management, and related issues.

# Certification / Education

**PMI-ACP** - Agile Certified Practitioner - U.S. Bank/SkillSoft

**CPPM** -Certified Professional Project Manager - University of Saint Thomas

**MBA** - Master of Business Administration - Cardinal Stritch University

**BS** - Bachelor of Science, Major: Business Administration - Winona State University

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# Experience Highlights

## Executive Director

## Senior Lead Program Manager - Consumer, Small, and Business Banking - 2023 - Present

Wells Fargo Bank NA, Minneapolis, MN, 2023 - Present

* Develop the Elder Fraud Program and Community of Practice.
* Focus on implementing the Customer Redress initiatives.
* Implementing new Enterprise Change Management protocols.

## Assistant Vice President

## Senior Strategy Project Manager - Corporate Payments and Treasury Solutions - 2021-2023

## **Senior Project / Product Manager / Agile Coach -** Product Strategy and Support- 2016-2021

## **Mobile Program Manager / Project Manager -** Internet Mobile Channel Group / OmniChannel- 2012 - 2016

U.S. Bank NA, Minneapolis, MN, 2012 - Present

*Product, Mobile, and Digital marketing project development and implementation.*

* Develop project management practices for the Product teams (across all consumer and business products)
* Manage large-scale projects ($2m-$25m) from concept to completion for the Product Strategy team.
* Coordinated Enterprise response to COVID-19, including all product and service modifications and internal and external communications.
* Brought to market large-scale initiatives including State Farm Bank, Consumer and Small Business Shared Access, Simple Loan, ClearXchange (Zelle), Mobile Applications, and Mobile Web Experience.
* Process improvement specialist for requirement, creation, and development projects.
* Build and manage Sharepoint and Teams collaboration sites for impacted workgroups.
* Coordinated all communication and activities between product, production, and development, both internal and external; domestic and offshore.

## Instructor / Faculty, College of Business

Globe University, Woodbury, MN, 2012

*Classes Taught: Marketing, Internet Marketing, Project Management, Business Administration, and Economics*

* Develop and teach curriculum for undergraduate business students.
* Create the program curriculum for internet marketing general and topic-based courses and seminars.

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## Marketing Program Manager - Online and Mobile

Wells Fargo Bank NA, Wholesale Bank, Minneapolis, MN, 2009 - 2012

*Search Marketing (PPC & SEO), Social Media Marketing, CRM Lead Management, Mobile Marketing, E-Business Initiatives*

* Develop and execute online campaigns for wholesale banking lines of business encompassing search marketing, social media, email, mobile advertising, and e-business initiatives.
* Project manager for all online and mobile marketing initiatives overseeing all aspects from concept to completion.
* Provide insight into analytics and results from online campaigns to define success metrics and positive ROI.
* Developed marketing and process strategies at the enterprise level for lead management for 40+ business lines.

## Senior Credit Analyst

Target Corporation - Financial Services, Target National Bank, Minneapolis, MN, 2008-2009

*Research and Insight into credit solutions, Credit Product project work*

* Provided guest guidance on credit solutions.
* Consistently top team performer - impressing the guest.
* Leader of special project work leading the redesign of the Target Credit Rewards program.

## Marketing Strategist, Program Manager, Owner

MindPlace Marketing, LLC., Minneapolis, MN, 2007 - 2013

*Interactive Marketing / Social Media Consultancy*

* Built and evolved entire strategies in communications, social media, mobile, advertising, and marketing for an online job transition website exhibiting 34% growth (ILostMyJob.com) and a regional spoken word arts organization (SlamMN)

## Operations Director; User Experience, Project Management, Information Architecture

Marzan Interactive, Minneapolis, MN 2008

*Interactive Marketing Agency*

* Created clients' comprehensive strategy and marketing plans driving results that exceeded clients' expectations.
* Lead Project Manager for all client and company projects, implemented MS Project both internally and client-side to track tasks, progress, milestones, and success.
* Oversaw designers and developers synchronizing efforts to deliver projects at or below budget.

# Professional Associations

PMI - Project Management Institute

American Marketing Association

Delta Sigma Pi - The Professional Co-Ed Business Fraternity