



Value Proposition
STRUCTURE Management & Consulting
Realizing Your Business

zsolt.szirony@structuremc.com

+ 31 630 333 097

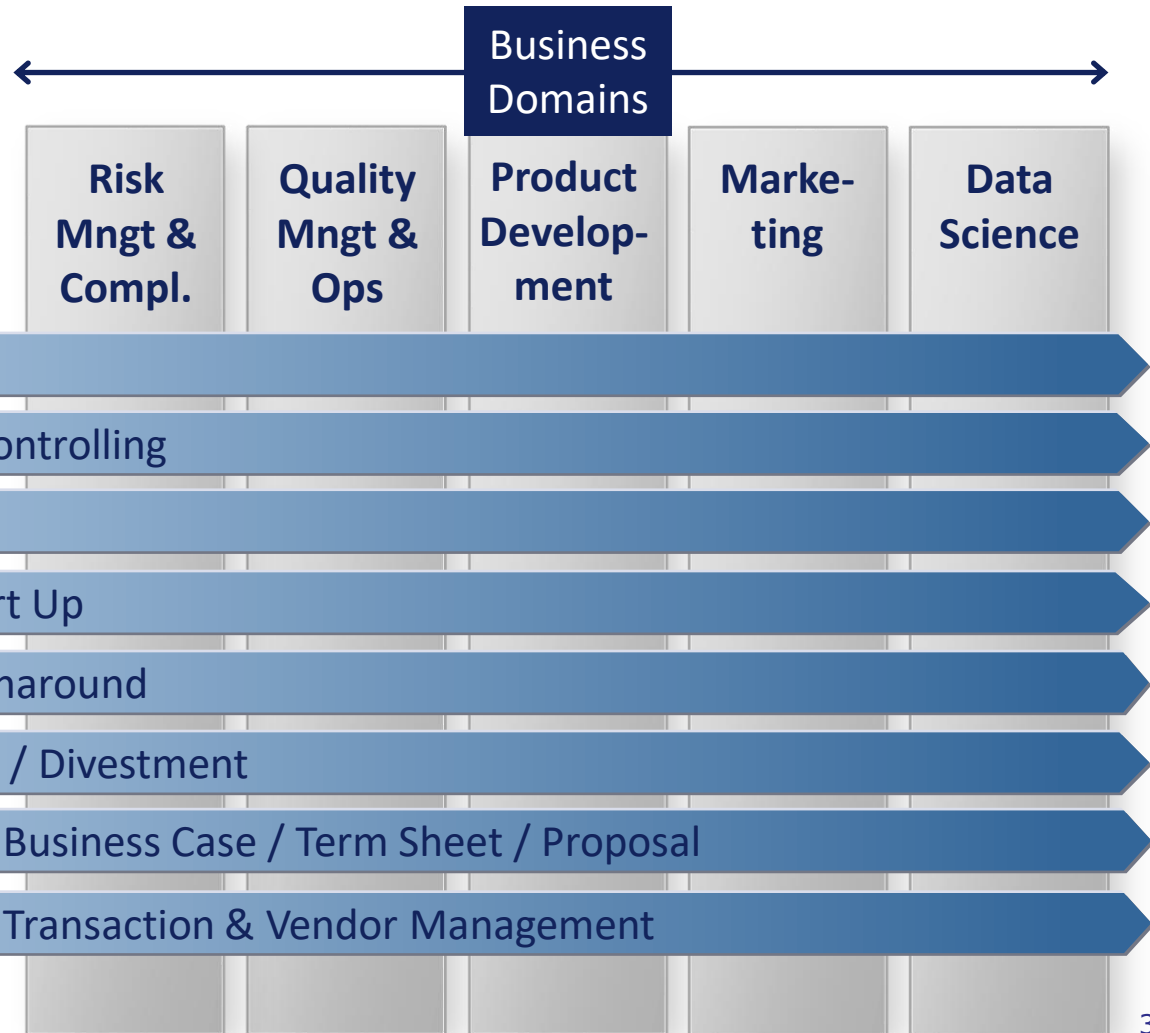
Introduction – Short CV

- ~ 30 years business and management experience
- ~ 25 years in the Financial Services sector
(Director, Vice President and Senior VP level, consultant)
- Proven accomplishments in international business development, program and project management
- Line management roles: risk management & compliance, quality management & operations, product development, marketing, data science
- Industry experience: Financial Services (Banking and insurance), Consulting, Marketing Research, Telemarketing
- International background: born in Hungary and work experience in The Netherlands, Germany, Romania, USA
- Business fluency in English and Hungarian (additional languages on conversational level: Dutch, German)
- Executive MBA from RSM (Erasmus University) and MSc from Budapest University of Economic Sciences



Value Proposition

“To provide high quality services and full dedication”



Value Proposition in Details

Program and Project Management

- **Proven achievements**
 - Turnaround program participation
 - Business development projects
 - Green-field business development programs
 - Management of a bank acquisition transaction
 - Germany (2008 – 2009)
 - Business plan development and implementation
 - Program & vendor management
- **Value added services**
 - Managing complex, long duration programs within an international context (PgM or PMO role)
 - Carry out specific projects (Project Manager role)
 - Control project quality and budget (Project Controller)



Value Proposition in Details

Interim Management

- **Proven achievements**
 - Operations Manager within Risk (Commercial Banking)
 - Lead and coach the Operations Team
 - Process optimisation and quality control
 - Organisational design
 - Project management and system migration
 - Risk and Quality Manager (Retail Banking) Germany
- **Value added services**
 - Risk Management
 - Quality Management
 - Product Development
 - Marketing
 - Operations



Value Proposition in Details

Change Management

- **Proven achievements**

- Setting up two lending units for an international Financial Institution - Germany
 - Quick Scan, Business Case and Implementation Blueprint
 - Program Management of the Implementation
- Managing a Turnaround Program – Hungary
 - Introduction of a new sales management cycle, organization and tools (execution of a nationwide training)

- **Value added services**

- Start Up
- Turnaround
- Exit / Divestment



Value Proposition in Details

Investment Management

- **Proven achievements**
 - Arranging a Joint Venture Financial Institution: Romania
 - Management of a bank acquisition transaction: Germany
- **Value added services**
 - Delivery of Business Cases
 - Coordination of Term Sheets and Investment Proposals
 - Vendor Management
 - Overall transaction coordination



Business Domain Experience in Details

Risk Management & Compliance

- **Risk Management & Compliance Experience**

- ABN AMRO Bank – Interim Risk Manager (Retail Bank)
- IT Company – Brief Risk Management Framework
- Deutsche Bank - Risk Management (Operations Manager)
- ABN AMRO Bank – MiFID II (Project Manager)

- **Potential Contribution**

- Larger projects, programs
- Interim functions
- Risk Management Framework for smaller organizations



Business Domain Experience in Details

Quality Management and Operations

- **Quality Management Experience**
 - ABN AMRO Bank – Customer Insight Director
 - Quality Manager – Mortgage Business
 - Deutsche Bank - Process optimization
 - Deutsche Bank - Interim Operations Manager
- **Potential Contribution**
 - Design quality-related surveys
 - Process definition and improvement
 - Quality Management Framework
 - Process / Procedure review
 - Interim Operations Manager



Business Domain Experience in Details

Product Development

- **Product Development Experience**
 - ABN AMRO Bank – Support product launches
 - Business Development – New product propositions
 - Risk Manager – cooperation with product development

- **Potential Contribution**
 - Product portfolio review (risk, profitability)
 - Marketing research support for product development
 - Business Case development



Business Domain Experience in Details

Marketing

- **Marketing Experience**

- Telemarketing – campaigns and analysis
- Marketing research – qualitative, quantitative, B2B
- ABN AMRO Bank – Head of Marketing Research

- **Potential Contribution**

- Telemarketing - survey design and analysis
- Marketing research - design and interim management



Business Domain Experience in Details

Data Science

- **Data Science Experience**

- Rabobank – Senior Data Scientist assignment (via expert employee)
- Project Management of introducing company-wide standardized data format / data lake

- **Potential Contribution**

- Data gathering, cleaning and sourcing
- Projects for data analytics, data sourcing

