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| **Bob Martin** |
| Financial Services Executive / Innovative Leader  |

(214) 735-2241 • mbobmartin40@gmail.com ▪ [linkedin.com/in/bobmartin40](http://linkedin.com/in/bobmartin40) • [http://bobmartin40.com](http://www.bobmartin40.com/)

**Strategic Planning / Product & Process Innovation / Technology Design & Integration**

**Operations Automation / Culture Engineering / Analytical Risk Management /**

**Financial Management / Federal Regulatory Compliance / Mortgage & Real Estate**

Innovative executive leader, highly skilled in building and automating operations by integrating the right people, processes, and technology to reduce costs and deliver results. Expert in motivating people and building a positive culture of collaboration and innovation. Key career accomplishments include:

* **Building and automating operations through technology, creating a 25% efficiency**
* **Innovating products and solutions for customers, increasing income $80M annually**
* **Developing broad strategy measured by metrics, improving productivity 100%**
* **Integrating risk analytics into applications and workflow, reducing costs 50%**
* **Inspiring a culture of employee collaboration, innovation and 89% satisfaction**

**Education: BA**, Economics, Austin College

**Certificates:** Executive Development Program, Harvard Business School

 First Line Management Program, SMU Cox School of Business

**Professional Experience**

**Fannie Mae, Dallas TX**

03/2005 – 05/2019

**Vice President, Single Family Asset Valuation** 07/2012 - 05/2019

Executive in charge of Fannie Mae valuations for residential properties nationwide. Responsible for financial results, strategy, regulatory compliance, and a $75M annual operating budget. Led a team of 180 on-site and remote professionals, and a national vendor network.

* **Created 100% productivity improvement by expanding customer base 3X through new analytic and model-based products and reducing staff 40%.** Focused reduced staff on areas of highest value, creating an annual $80M reduction to credit losses by increasing sales proceeds and reducing holding costs.
* **Innovated industry technology application, reducing valuation costs 50%.** Developed a strategy to standardize collection of collateral data and leverage Fannie Mae models to value properties in a single application. The prototype has become the basis for the next-generation industry loan origination tools that reduce valuation costs and create consistency in collateral data collected.
* **Achieved 95% customer satisfaction through strategic partnering.** Focused the department on customer needs through actionable surveys and proactive customer engagement at all levels. Developed analytic tools and shared collateral data, creating solutions for customer needs.
* **Led process and technology innovation, reducing borrower costs 60%.** Led a divisional task force that simplified the mortgage insurance cancelation policy and process. Created an application that automated much of the process, making it more efficient, timely and cost-effective for mortgage servicers and borrowers.
* **Increased employee satisfaction to 89% through culture and strengths-based management development.** Created an employee-led culture committee focusing on career development, communication, and cross-departmental social events and management development. This culture management with actionable employee surveys became the model within the division.

**Vice President, MIS and Credit Reporting** 07/2012 – 07/2013

Led a staff of 60 in addition to Valuation. Responsible for credit and operational reporting/analytics for the Distressed Asset division. The department was consolidated into a divisional function in 2013.

* **Improved customer satisfaction by 50% through establishment of customer-facing communication and an agile development process.** Realigned department to focus on customer needs by establishing customer-facing teams, combining the strengths of existing staff and new talent. The teams reduced rework by developing new analytics and reporting alongside customers.
* **Reduced product errors by 40% by creating standard business intelligence dashboards and creating a formal QC process.** Created automated dashboards of each customer’s KPIs to reduce defect rates and provide timely self-service reporting. Established quality metrics for the QC process prior to customer delivery and tied them to department performance.

**Director of Operations, Credit Valuations** 05/2007 – 07/2012

Expanded the platform to manage volume resulting from the financial crisis. Hired and developed leadership team, internal staff and outsourcers, recreated processes utilizing risk-based analytics, and incorporated technology to improve data quality, automate workflow and improve control structure.

* **Scaled platform to manage triple the volume while gaining a 25% efficiency improvement through automation and risk-based workflow technology.** Automated data entry processes through a technology interface that improved data quality and eliminated the need for the data entry staff. Developed and integrated risk-based analytics into automated workflow routing.
* **Created a robust vendor management framework that improved product quality by 30%.** Created scorecards to allocate work based upon performance and provided feedback and training to vendors. Formed an innovative network of field employees in key markets to actively manage and train local vendors.

**Sr. Manager, Credit Operations** 03/2005 – 05/2007

Built and restructured multiple functions including vendor management, regulatory compliance, property maintenance, MIS, closing, title and eviction.

* **Led cross-functional team to be first in division to remediate audit issues.** Redesigned and automated all management reporting, built centralized vendor management function, restructured all policies and procedures, and developed a national maintenance vendor network to standardize property maintenance.

**Homecomings Financial/GMAC-RFC/Capstead, Dallas, TX**

09/1996 – 03/2005

**Business Intelligence Manager** 09/1996 – 03/2005

Managed strategy and analysis, operational loss forecasting and executive reporting for GMAC-RFC's loan servicing division. Other roles included Strategic Analyst, Technology Data Analyst and Claims Analyst.

* **Led senior leadership in developing a metric-based management framework.** Designed a Balanced Scorecard management framework, creating a common set of metrics and drivers of performance across the division.
* **Improved loss forecasting accuracy and pricing of new loan acquisitions.** Improved accuracy of loss forecasting through analysis of default drivers. Incorporated key driver of early term default rates into forecast, and loan acquisition team used the driver to more accurately price loan acquisitions.

**Key Skills**

Accounting / Finance / Financial Reports / Administration / Daily Operations / Customer Service / Data Integrity / Financial Planning / General Ledger / Management Experience / Microsoft Office Reconciliation / Budgeting / Budget Management / Management Analysis / Documentation / Continuous Improvement / Annual Audit / Accounting Controls / Cash Management / Scheduling / Vendors Transactions / Training / Partnership / Vision / Talent Management / Work Independently Communications / Flexible / Impact / Integrity / Organized / Communication Skills / Decision Making Team Management / Commitment To Teamwork / Handle Multiple Tasks / Collaboration