
LAURENCE DE PALMA, CTP

FINANCIAL SERVICES INDUSTRY EXPERT

PROFESSIONAL PROFILE

- ❖ Managed a large-scale payment processing operation focusing on emerging payment methods (ACH/electronic check, bill-pay debit and gift card) for notable merchants such as America Online, BellSouth, Verizon Wireless, T-Mobile, Pre-Paid Legal, Affinion Group. Grew the business 200% over 3 years to 150MM items processed annually.
- ❖ Managed online, dynamic rate, 24x7 foreign exchange trading product and back office operations for top 3 financial institution
- ❖ Managed global cash management training division for same top 3 financial institution
- ❖ Advised large payment processor on \$100MM acquisition
- ❖ Speaker on the national corporate finance/banking speaking circuit
- ❖ Faculty member, Association for Financial Professionals

AREAS OF EXPERTISE

Card-based Payments

- Debit / Credit
- Commercial & Purchasing Cards
- Stored value / Prepaid
- Gift cards
- Loyalty programs

Alternative Payment Systems

- Amazon Payments
- Google Checkout/Wallet
- PayPal/BML/Zong
- Mobile payments, mobile device OS and NFC technology
- Bitcoin

Payment/Banking Regulation

- Regulation CC (check)
- Regulation E (electronic)
- Regulation II (Durbin)
- NACHA Rules
- UCC 3, 4, 4A
- Visa/MasterCard Operating Rules

PROFESSIONAL EXPERIENCE

President/CEO

TDG-Phenix, Inc., Nashville, TN

2007 to present

Overview: TDG-Phenix is a payments and treasury consultancy focused on providing services of a product and marketing nature to the e-commerce and financial services industries, including:

- Education through webinars, e-learning and onsite training classes. Licensed training partner of Association for Financial Professionals® *Cash Management Essentials* curriculum
- Partner marketing for check recovery services, remote deposit capture, payment processing, mobile marketing services
- Provide project-based consulting services as needed
- Leading authority on Third-Party Sender Audits and Risk Assessment for NACHA rules compliance

Notable Projects:

- Worked with a direct marketing merchant to streamline e-check operations and mitigate risk due to unrecoverable debt
- Work with a large direct response payment processor to

- implement electronic check processing as a product
- Authored a white paper on electronic check for e-commerce for the same large direct response payment processor
- Worked with a \$1BN community bank to help determine their remote deposit capture strategy, product requirements and vendor selection
- Advised e-Wise systems, network operator of NACHA Secure Vault Payments, on market strategies and product positioning
- Contributing author, Essentials of Treasury Management, Second Edition. Chapter Eight: Payments Systems and Chapter Nine: Collections. Published by Association for Financial Professionals, 2008.
- Course author and delivery, "Purchasing and Commercial Cards", Association for Financial Professionals

Executive Vice President

EFC Systems, Inc., Nashville, TN

2006 to 2007

EFC Systems purchased The De Palma Group, Inc. in 2006

Joined EFC Systems as EVP of banking products division, in charge of launching company's remote deposit product

- Implemented division CRM system for sales and marketing efforts
- Delivered 14 speaking events on topics ranging from remote deposit to debit to card industry initiatives
- Managed trade show strategy, including client entertainment, key client meetings, messaging, etc.
- Created division electronic newsletter
- Responsible for overseeing sales and account management operations
- Collaborated on product enhancements based on customer requests and industry initiatives
- Created library of competitive knowledge
- Provided guidance on capital development opportunities

Principal and CEO

The De Palma Group, Inc., Hudson, NH

2004-2006

Overview: The De Palma Group is a payments and treasury consultancy focused on providing services to the financial services industry, including:

- Education through teleseminars and onsite training classes.
- Provided project-based consulting services as needed

Notable Projects:

- Worked with a large bill service provider (CheckFree, now Fiserv) to implement and launch PINless debit (RFP, vendor review, contract negotiations, technical implementation)
- Acted as adviser to CheckFree Corporation (now Fiserv) during the acquisition of PhoneCharge, Inc.
- Worked with third-party ACH processor to craft RFP for ODFI services
- Worked with large online banking platform provider seeking to be introduced to e-commerce merchants to discuss bill payment opportunities

**Director,
Product Management,
Emerging Products**

Paymentech, L.P., Salem, NH

2002-2004

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- Managed \$17MM-revenue line electronic check product supporting over 150 merchants and processing 150MM ACH items annually; largest originator in Bank One portfolio
 - Increased product volumes 200% in three years
 - Created “e-Check University” – the in-house training program for employees in account management, merchant services, technology and product/project management
 - Developed and launched check conversion support on e-commerce platform
 - Developed and launched PINless debit product for bill pay customers in e-commerce portfolio (utilities, insurance, telecom)
 - Managed e-commerce gift card product; co-led team for Shell gift card portfolio conversion from ValueLink to Paymentech
 - Managed product specifications process team
 - Negotiated cost reduction for Bank One (ODFI) services of 57%
 - Moved Canadian PAD (pre-authorized debit) processing from BMO to ScotiaBank
 - Worked closely with account management and sales to identify and close merchant prospects
 - Traveled extensively with sales and account management to call on merchants and prospective merchants

**Group Manager,
International Product**

SunGard Securities Processing, Bedford, MA

2001-2002

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- Responsible for taking a CUSIP (US domestic) based securities clearing and settlement system and defining product requirements for clearing and settlement services internationally
 - Formed client user group including key people from current international customers
 - Worked closely with EuroClear, SWIFT, CREST and other global securities clearing organizations
 - Traveled internationally and domestically
 - Acted as project manager/product lead for “one-shot” enhancement (over 200 programs) into system in 12 weeks to support version 1 of global processing

**Vice President, Product
Management / Global
Training Management**

Chase Manhattan Bank, New York, NY

1995 to 2001

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- Worked extensively with Chase treasury products including back-office systems and front-end products (Chase Insight, Chase Workspace)
 - Managed Chase Trader foreign exchange service, a \$12MM revenue line providing workstation-based FX trading and payments instruction for Chase cash management clients
 - Conducted training classes around the world on products and services for both internal associates and external customers, both of technical and business nature
 - Acted as subject matter expert for global product offering
 - Managed training P&L of external client training courses (3 day class at \$1500 per seat)

CERTIFICATIONS

Certifications Certified Treasury Professional, Association for Financial Professionals

SPEAKING EVENTS AND PUBLISHED WORKS

Speaking Events Various speaking events ranging from ACH initiatives (EBIDS, Secure Vault Payments, IAT), to alternative payment methods, card industry updates, remote deposit capture, debit network initiatives and updates, electronic payments, new media initiatives, etc.

National Events:

- NACHA Payments
- NACHA Payments Institutes
- AFP Annual Conference
- AFP Payments Forum
- ABA Great Exchange

Regional Events

- Western Payments Alliance
- NEACH
- WACHA
- SWACHA
- ALACHA
- GACHA
- EastPay
- Payments Central
- Nebraska Bankers Association
- Massachusetts Bankers Association

Published Works and Commentary Wired Magazine: Mt. Gox Liquidity
Digital Transactions Magazine: 'Why Aren't More Merchants Prompting for PIN?'
Transaction Times: 'The Economics of Debit'
Internet Retailer: 'Education is Key for Merchant e-Check Adoption'
American Banker
Los Angeles Business Journal
Nashville Business Journal
AFP Exchange

EDUCATION

Education Bachelor of Science Program, Business Administration
Finance Concentration
Northeastern University
Boston, Massachusetts