



## **Paula Tompkins Digital Technology Entrepreneur & Inventor to Speak at the 2022 Financial Brand Forum November 14**

**DEARBORN, MI (November 4, 2022)** — The Financial Brand Forum extended an invitation to Paula Tompkins, CEO & Founder of ChannelNet to present at the biggest conference in the banking world — November 13-16, 2022, at the Aria Hotel and Resorts in Las Vegas.

Paula will be leading a breakout session titled “Critical Onboarding & Cross-Selling Strategies to Maximize Digital Banking Relationships” on Monday November 14, 2022, from 2:00pm – 2:45pm in the Ironwood Ballroom. Paula continues to help many of the world’s largest brands transform to a digital-first focus for over four decades.

Most recently Paula has been focused on building personally relevant digital relationships between financial institutions and their accountholders to drive growth, profitability, and share of wallet. Paula is a strategic visionary with a deep understanding of AI-enabled digital personalization technology.

The acceleration of digital has changed everything. And that includes every aspect of banking relationships.

Accountholders digital expectations have changed dramatically as well. The first step is to understand how to get the accountholder’s attention and break through the digital clutter. Creating a personal digital conversation for accountholders requires the use of internal and external data about each accountholder to ensure the experience is relevant. Next the financial institution must closely monitor each accountholder’s digital interactions with content and tools to understand their needs, such as upcoming milestone events.

Attendees will learn:

- Best-in-class examples showing the cadence and sequence of communications financial institutions use to welcome, onboard, and cross-sell new accountholders
- Proven integrated marketing and cross-channel communication strategies, including the use email, SMS/text, direct mail, brand websites and mobile and online banking platforms to deliver relevant experiences in the accountholders channel of choice
- How to increase broader usage of new accounts and increase adoption of sticky services such as bill pay, direct deposit, mobile deposit, account alerts, and rewards programs
- How successful cross-selling hinges on delivering the right information at the right time with personalized offers and contextually rich experiences

- How smart financial marketers move new accountholders from the “Engagement” stage to the ‘Relationship’ stage and ultimately to the “Loyalty & Advocacy” stage of the life cycle

“I’m thrilled to be speaking at The Financial Brand Forum 2022,” says Tompkins. “The digital ecosystem is continuing to evolve at a rapid pace, and it’s critical now more than ever for financial institutions to transform so they can have more effective digital conversations with their accountholders.”

### **ABOUT Paula Tompkins**

Ms. Tompkins has pioneered digital innovation for over 40 years in financial services, automotive and home improvement industries. Tompkins has been featured in numerous online and print publications including the *American Banker*, *Automotive News*, *Auto Finance News*, *F&I Showroom*, *The Wall Street Journal*, *Fortune*, *Time*, *The Washington Post*, *Business Week*, *The New York Post*, *CIO*, *Advertising Age*, *Detroit News*, *Detroit Free Press*, *Crain’s Business Detroit*, *J.D. Power and Associates*, and *Esquire*. Ms. Tompkins has also been the focus of articles in international periodicals, including *La Tribune*, *Australian Ad News*, *ComputerSweden*, *Markedsføring*, and *Japanese Newsweek*. Tompkins has lectured at Columbia University’s School of Business, the University of California at Berkeley’s Haas School of Business, Stanford University, and Marshall University.

### **ABOUT ChannelNet**

ChannelNet is a SaaS leader and pioneer in delivering digital engagement and retention via web and mobile solutions that work across sales and service channels. Using its patented digital engagement platform connects financial services firms with their accountholders to engage, inform and learn about financial products and service. Based in Dearborn, Michigan.

ChannelNet is a privately held company founded more than 35 years ago. More information is available on [www.channelnet.com](http://www.channelnet.com) or follow us on Twitter [@ChannelNet](https://twitter.com/ChannelNet) and [LinkedIn/ChannelNet](https://www.linkedin.com/company/channelnet).

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