



**Jeffrey H. Marks**

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**Relevant Topics for Comment:**

Bank marketing and advertising

Wealth Management marketing and advertising

Bank charitable giving and sponsorship programs

Jeff Marks began his career in Financial Services with American Express Co. in 1997, where he focused on customer acquisition and loyalty marketing. He was responsible for launching several of their premier internet-based programs that received praise in multiple publications, including The Wall Street Journal. Prior to American Express, Jeff worked in Retail as a Buyer for Saks Fifth Avenue.

Jeff's areas of expertise include digital marketing, direct mail marketing, internet campaign promotion, sponsorship & event marketing, and client experience program development.

Jeff is a graduate of Cornell University where he earned a B.A. in Economics. He received his M.B.A. from the J.L. Kellogg Graduate School of Management at Northwestern University, with an emphasis on Marketing and Management & Strategy.