

Jerry Reese

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FI STRATEGIST. PRACTITIONER. GTM OPERATOR.

Fully remote since 2013. Available for travel. Authorized to work in the U.S. without sponsorship.

SUMMARY

I have been the buyer. Now I help FinTechs understand what the buyer is really deciding.

I spent 22 years inside a \$1.2B credit union, the last eight as Head of Digital Technologies, where I built the digital banking department, led a nine-month, board-sponsored evaluation of six digital banking platforms, and lived with that decision through conversion and renewal. At ebankIT I work the other side of the same table: I help institutions build the ROI and TCO case before they say yes, shape their digital roadmaps, lead a sales team spanning the U.S. and Porto, Portugal, and own the U.S. partnerships marketplace I built from a blank page.

In my experience, a board isn't buying software, it's buying confidence. I know which questions stop a deal and which partners an institution will trust, because I have sat in that chair.

WHAT I BRING

- **Buyer's-chair credibility.** I evaluated, selected, converted to and then ran a digital banking platform with my name on the board recommendation, so I know how FI decisions actually get made.
- **Commercial fluency on both sides of the contract.** I own the deal financial model and commercial structuring behind multi-year enterprise agreements, and I negotiated the same contracts as a buyer with board accountability.
- **Ecosystem depth.** I have worked daily inside the Q2, Jack Henry, Symitar, Fiserv, FIS, MX and Plaid ecosystems and the integrations that connect them to the digital channel.

EXPERIENCE

ebankIT (FinTech, Digital Banking Platform)

December 2025 to Present

Senior Solutions Engineer. Scope: U.S. FI Go-To-Market Strategy, U.S. Partnerships Marketplace, and U.S. Customer Experience. Remote.

- I serve as ebankIT's FI strategist, working with institutions on digital strategy, three-to-five-year roadmaps, and the ROI and TCO case their boards need before they say yes.
- I lead a cross-geographic sales team spanning the U.S. and Porto, Portugal, and carry complex enterprise deals from the first executive conversation through contract.
- I built the U.S. partnerships marketplace from a blank page and stood it up inside six months, and I built the value consulting model and AI demo framework that ties platform capability to each institution's business case.
- I own U.S. customer experience, serve as customer experience manager for a multibillion dollar commercial bank, and lead RFI and RFP responses through implementation.

Honda Federal Credit Union (\$1.2 billion in assets)

December 2003 to December 2025

Head of Digital Technologies. September 2017 to December 2025. Remote.

- I built the digital banking department from nothing, developed and led its team, and ran it for eight years with direct accountability to the board, owning strategy, vendors and budget across digital banking, account opening, lending, payments, and fraud.
- I led a nine-month, board-sponsored evaluation of six platforms (the incumbent Fiserv, Q2, Alkami, Temenos, Jack Henry's Banno and Lumin Digital), built a normalized cost model on the finalists, and presented the recommendation to the board.
- I led the conversion through go-live. Digital enrollment rose 67% and the app store rating improved 40% in the first year, and the institution has since renewed.

Senior Network Engineer, January 2015 to September 2017, Remote. **Senior Technical Lead,** December 2003 to January 2015, Marysville, OH.

- I designed and secured the LAN and WAN architecture behind the institution's digital banking services and secured multiple U.S. data centers, which is where I learned to hold a vendor to what it sold.

EARLIER CAREER

Senior Technical Service Engineer, Honda of America Mfg., Anna, OH, supporting secure network operations for more than 7,000 users. **Lead Trauma Radiology Technologist,** The Johns Hopkins Hospital, Baltimore, MD, where I learned to stay calm with people who are not.

INDUSTRY ADVISORY & EXPERT ENGAGEMENTS

- **Q2 governance, six years.** Two years on the Executive Team holding the Voice of the Credit Union seat, then four years on the Client Advisory Board.
- **FIS Digital Payments Advisory Board and Corporate One and Sherpa Technologies (CUSO) Innovation Council.** I advised on roadmap direction and voted on which fintech offerings actually mattered to institutions.
- **Independent Advisory, Digital Banking and FinTech, 2017 to 2025.** Platform selection and fintech integration. More than 60 industry conferences; I write and speak under #JerryReeseBanking.

EDUCATION & CERTIFICATIONS

B.A., Biology, Franciscan University. CUDE designation. Product Management, Cornell. UX Certification, Nielsen Norman Group. Certificates of completion in generative AI: Anthropic Claude 101 and Amazon Web Services. Six Sigma Agile Professional. Cisco CCNA and CCENT. CompTIA Network+.