

Thomas Banks

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To Whom It May Concern,

In a nutshell, I'm a Tech-savvy Marketing & Technology leader with a reputation for uniquely positioning an enterprise to penetrate new markets and uncover untapped revenue opportunities using business intelligence, predictive analytics, and time-proven insight. As a business professional, I have extensive experience in management, team building, marketing (tangible and digital), sales, software design/development, web design and SaaS Applications. My marketing and technology experience spans disciplines from healthcare to mobile gaming. At my core, I'm an innovator and heavy lifter eager to roll up my sleeves and take the lead on any project and shepherd it from concept to market. Simply, I am a rare breed, a visionary with an eye for detail and a get-it-done attitude.

"When you think of big, creative business and marketing concepts, think Tom Banks. He is one of the most creative and intelligent business persons I have ever worked with. He is exceptional!" Steven Muro, President Fusion Marketing

Throughout my career, I've served as Chief Marketing Officer and Business Strategist in both public and private companies addressing the needs of healthcare information management, and more recently, mobile gaming. Bottom line, as a business professional I know what it means to "own" a P&L. I understand capital, its importance, and its formation.

In summary, I'm unique by the fact I enjoy exploring and exploiting uncharted territory. As a 2,000-hour instrument and multi-engine rated pilot, I have proven capacity for planning and mission critical decision making — decision making that matters. When it comes to business, I draw upon my broad spectrum of experiences to manage the dynamic and fluid demands of business.

"Tom is the smartest person I've ever worked for. His commercial acumen and entrepreneurial creativity are second to none. More importantly, he is a moral and ethical leader that takes care of his people. It would be an honor and privilege to work for him again." Jeffrey Reynolds, CFO Ontario International Airport Authority

I assure you, few have my depth and breadth of business and marketing experience, written and verbal communication skills, command of technology, and sphere of relationships which I believe any organization will find valuable.

Best Regards,



Thomas Banks