

December 2014

High Net Worth Women - US

“More women are holding leadership positions in corporations, which helps them contribute financially to their household. Nonetheless, they continue to fulfill their traditional duties of caring for their family. Consequently they need a financial provider who can understand their unique situation and be a partner in helping them manage it ...

November 2014

Lifestage Marketing - US

“FS marketers continue to be challenged by the changing world of communication and the specific financial needs and demands of each generation. Collaborating closely with technology for quick and efficient communication as well as seamless and innovative product and service delivery could help the industry keep up with consumers.” ...

Innovations in Banking - US

“Innovation comes in many forms, including products and services customers can see and internal changes that can improve operational efficiencies and profitability. While they may not be able to address everything at the same time, banks need to continue to push the innovation envelope, not only because that’s what their ...

October 2014

Payments - US

“The payments world is rapidly changing as technology designed to make paying for merchandise easier is introduced every day. However, the challenge to the industry remains the same as it has always been: are consumers really looking to buy what the payments industry is trying to sell?”

- Robyn Kaiserman ...

Social Media and Financial Services - US

“Social media is an integral part of consumers’ life. However, with all the brands and companies maximizing on social media to engage consumers, there is a battle for the consumer’s attention. Being late in the game, financial services companies can make a difference by understanding the needs and habits of ...