

Jim Greene

Vice President

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After more than 30 years traversing the globe working with financial services leaders on every continent, Jim Greene has developed a unique talent for spotting industry fault lines and associated business opportunities for financial organizations. These opportunities tend to arise when new technologies, consumer expectations, and regulatory changes create entirely new ways of doing business.

Greene is vice president of the Global Financial Services Practice, Cisco Internet Business Solutions Group (IBSG)—the company's global, strategic consulting arm. Being vice president is the perfect job for a man who has been entrenched in financial services since his start as a consultant at Arthur Andersen LLP to leadership positions at Accenture, Capgemini U.S. LLC, TeleTech Holdings, Inc., and now Cisco.

Every step of the way, Greene has combined deep technology expertise with business acumen to help financial services CXOs achieve better business results through innovation.

- Greene led a global financial services company located in Latin America on an 18-month, game-changing transformation that defined the future of banking—not just in Latin America, but around the world. Greene and his team integrated front- and back-office IT and delivered one of the first major deployments of retail banking via the Web. In addition, the team stepped outside traditional “IT consulting” to formulate and recommend new underwriting strategies for the bank's burgeoning population of emerging Latin American banking customers.



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- Prior to the aforementioned engagement, Greene directed a large project to re-architect a payment system for the web on behalf of a Fortune 100 global payments organization. Anticipating the market implications of this shift to web-enabled payments, Greene proposed an entirely new business model for his employer and his client, spinning off the payment system into an independent company. The new entity quickly scaled to a viable money-making venture for all parties.

Today, Greene's passport is replete with overlapping stamps and is a testament to his firm belief that innovation can be found, and created, anywhere. On a recent trip, Jim worked with a major bank in Southeast Asia the morning before flying to Zurich for afternoon discussions with several financial institutions about what they can learn from the likes of Tesco, Wal-Mart, Singapore Airlines, and Carrefour.

Those discussions became critical to Greene's vision for a new financial services platform built to take advantage of a fundamental market shift he dubs "connected commerce." For all the innovative risk-taking that has characterized financial services over the years, the future of commerce is being influenced increasingly by an eclectic mix of Cisco customers in other industries. Greene and his team are working with leading retailers, for example, to deploy social networking and other interactive technologies. They are also enabling alternate payment methods, which many consumers consider more convenient *and* secure than traditional payment mechanisms such as credit or debit cards. The end result has been a new class of engaging, mobile shopping experiences that drive customer loyalty and revenue.

These changing consumer expectations and new technologies present financial institutions with a huge opportunity to think beyond traditional "financial products" and offer customers a solution to every need on the connected commerce value chain. For example, a simple request for a mortgage suggests a spectrum of related needs—peer reviews of local realtors, "click-to-chat" capabilities with a bank representative, video tours of local neighborhoods and schools, and the ability to pay for housing inspections via cell phone, to name some.

It is an incredibly exciting time, with nontraditional players and emerging technologies creating opportunities everywhere. And it is certain that Greene and his team will be working hand-in-hand with the innovators who create this new landscape—and emerge as tomorrow's leaders.

Greene regularly addresses the financial services global community through participating in speaking engagements such as the World Economic Forum, BAI, and Inside the CEOs Mind. Additionally, he has authored industry-shaping thought leadership including *Consumer Online Shopping and Payment Experience Shape In-store Expectations* and *The Competitive Landscape for Global Exchanges*.