

RICK M. CASTON

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SUMMARY OF QUALIFICATIONS

Senior Sales Executive, with successful sales record working with financial institutions with assets greater than \$20B. Proven ability to increase sales, build brand awareness, and promote company image. Excellent analytical, cross-functional leadership, and organizational skills. Advanced skills in relationship building, creating customer value propositions, cultivating alliances, sales and research strategies, industry trends, and interfacing directly with C-level executives. Competitive, deadline-driven and motivated to contribute to employers bottom line.

CORE COMPETENCIES

Competitive Analysis	Sales Leadership	Consultative Sales Techniques
Comprehensive Research	Sales Forecasting	Tactical/Strategic Assessment
Product Development	Market Analysis	National Account Development

PROFESSIONAL EXPERIENCE

August 2005 to September 2010: Wolters Kluwer, Minneapolis, Minnesota

A leading global information services and publishing company that provides products and services for professionals in the health, tax, accounting, corporate, financial services, legal and regulatory sectors with annual revenues of \$3.8B. Employs approximately 20,000 people worldwide and maintains operations across Europe, North America and Asia Pacific.

National Account Executive-North America

Recruited to revitalize stagnant territory in managing eight regional to national accounts and selling complex, compliance content services which assist banks and finance companies in maintaining federal & state regulations. Work with financial institutions up to \$150B in assets.

Select Accomplishments

- Delivered consistent revenue growth and sales goals as follows:

Year	Sales Goal	Year End Sales	% to Goal
2006	\$1,093,548	\$879,212	80.4%
2007	\$1,304,648	\$1,693,433	129.8%
2008	\$1,850,125	\$2,843,981	153.7%
2009	\$1,268,432	\$1,021,278	80.5%

- Conceived and closed \$2.6M deal with Citibank for a commercial content platform.
- Generated \$500K from sale of document engine platform with Aurora-Lehman, a platform primarily built for 80 of the largest institutions in U.S.
- Selected for Presidents Award two consecutive years – 2007, 2008. In addition, recognized by executive management many times for superior performance.

May 2002 to August 2005: Ohio Indemnity Company, Columbus, OH

One of the nation's leading specialty insurance carriers for banks, credit unions, finance companies, and non-profit organizations.

Account Executive

Solely charged with driving sales and developing relationships with financial institutions with portfolios in asset range of \$500M to \$20B and greater.

Select Accomplishments

- Planned and executed proposals to top financial institutions allowing Ohio Indemnity to gain access to the largest, indirect auto lenders in the country including Bank of America and BB&T.
- Closed deal with Bank of America resulting in \$750,000 annual premiums.
- Key player on marketing team that brought in \$11.7M in new revenue.

PROFESSIONAL EXPERIENCE

August 1989 to May 2002: Deluxe Corporation, St. Paul, MN

Deluxe is a growth engine for small businesses and financial institutions as well as one of the top check producers in North America and \$1.34 billion company with locations in the United States, Canada and Ireland.

Senior Account Manager Eastern Region (8/98 – 5/02)

Managed sales and client relationships with three major Ohio regional financial institutions with combined assets of \$68B with responsibility of customer billings in excess of \$12M.

Select Accomplishments

- Increased profitability by \$1M for one of key accounts through sales of new products and generated additional \$130,000 in additional revenues with two smaller accounts.
- Increased usage of B2B online ordering by 20% for largest client through integration of online check ordering.

Account Manager (5/93 – 8/98)

Charged with directing new business development, form and check sales. Handled 90% of market share in PA for 40+ institutions. Developed outreach strategies to increase market share and revenue for new and existing customer base.

Select Accomplishments

- Consistently exceeded personal sales quota's every year in excess of \$4M.
- Renegotiated agreement with First National Bancorp decreasing concession by \$80K.
- Generated \$2.8M in new revenue through negotiating four-year agreement with First National Bancorp.
- Top member of National Sales Team in entire country – 1997.

Sales Representative (8/89 – 5/93)

Charged with driving sales and upselling to increased profitability for 120+ financial institutions in Northwest PA. Promoted within five months of hire.

Select Accomplishments

- Negotiated and closed deal with First National Bancorp, representing \$1.5M in sales.
- Achieved 85% of market share and sustained this until promoted to Account Manager.

PROFESSIONAL AFFILIATIONS

Ball State University Alumni Association

Wolters Kluwer Employees & Alumni

Risk, Regulation & Reporting

Financial Services Regulation

Operational Risk & Regulation

Financial Regulation & Banking

EDUCATION

BS Journalism

Ball State University, Muncie, Indiana

Additional Professional Development Coursework:

IMPAX Selling, SPIN Selling, Organizational Change, Counselor Selling,
Value Based Negotiations, Leadership, Strategic Account Marketing and Selling,
Diversity, Writing that Sells, Consultative Selling Techniques