

Learning to Speak CEO & CFO



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2017 Fall Conference

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Strategic Role of Marketing



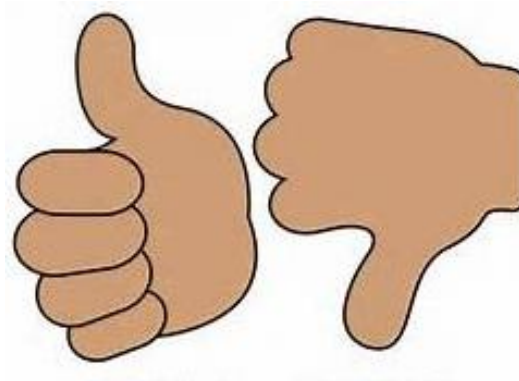
Executive Management

- Functional leaders of their line of business or support center, and
- Strategic leaders of the institution

Strategic Role of Marketing

My Comfort Zone:

- Marketing
- Merchandising
- Community Involvement



Not My Comfort Zone:

- Compliance
- Data Analytics
- Employee Development

Strategic Role of Marketing



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Rosetta Stone: CEO & CFO Speak

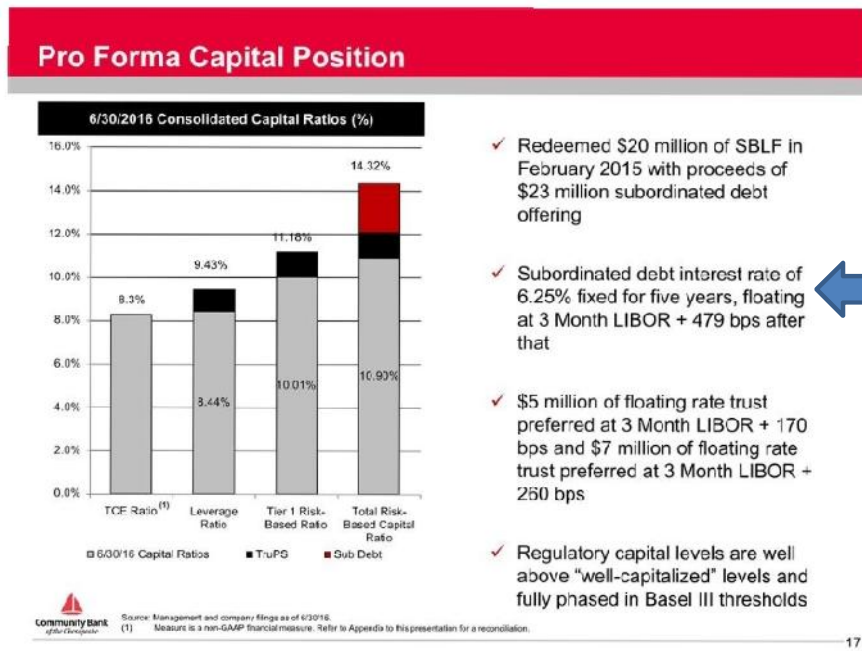


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Rosetta Stone: CEO & CFO Speak



Source: Community Financial Corporation investor presentation

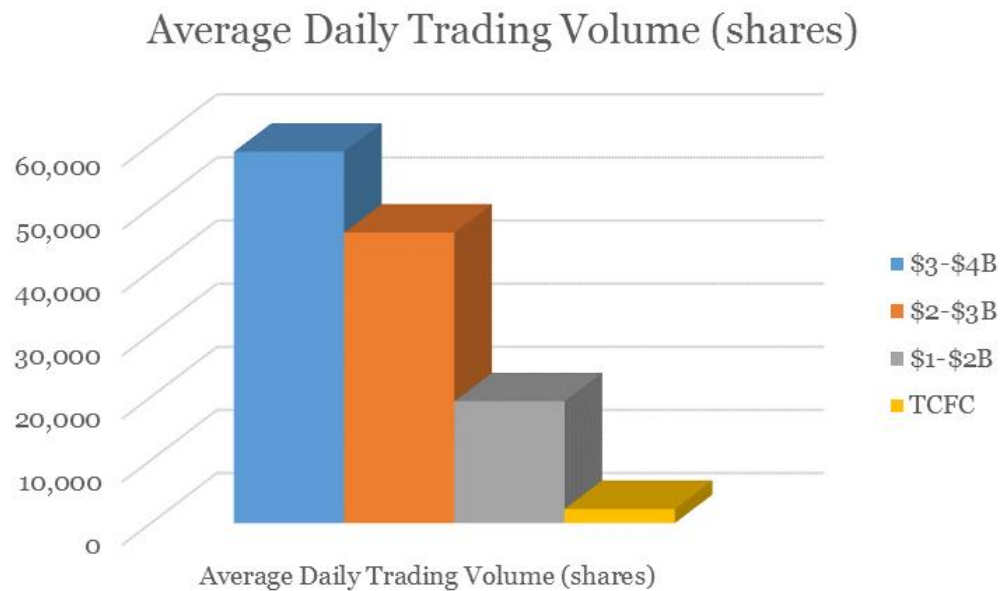


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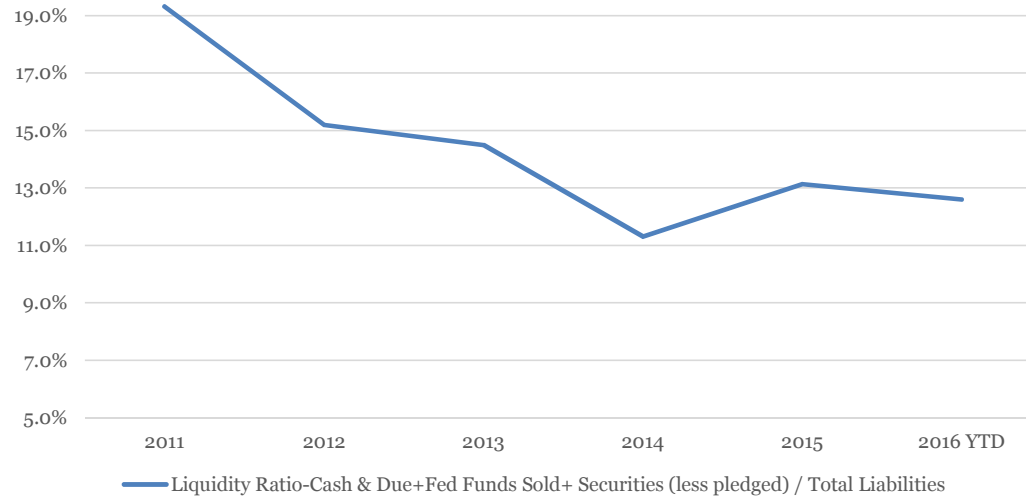
Rosetta Stone: CEO & CFO Speak



Maryland, Virginia, DC, and Pennsylvania publicly traded banks
Source: SNL Securities LP

Rosetta Stone: CEO & CFO Speak

Community Bank of the Chesapeake
Liquidity Ratio



Source: SNL Securities LP

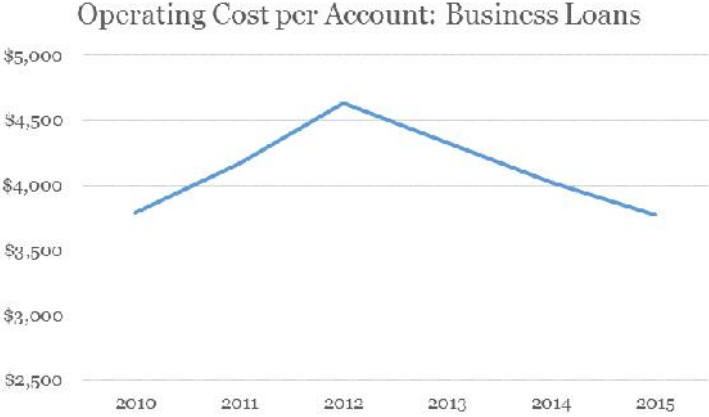
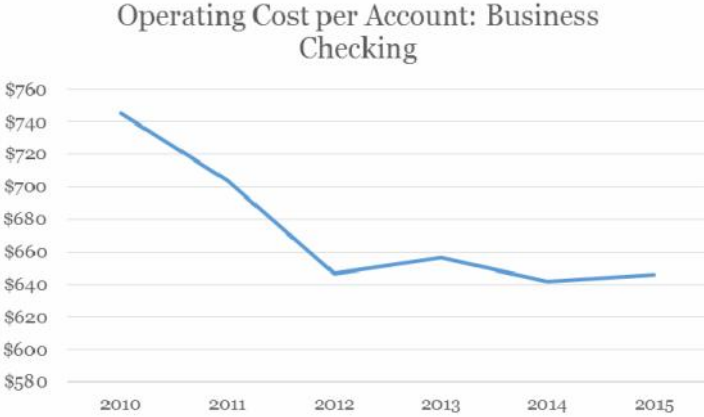


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Bank Profitability: Cost Control



Source: The Kafarian Group, Inc.



Key Takeaways

- Expand your comfort zone. Do not limit yourself to “creative”.
- Be an executive of the financial institution. Understand your financial institution’s challenges and propose options to solve them.
- To lead, speak the language of leadership. It will grease your wheels to influence, executive collaboration, and career success.

