

## Joseph Gurreri Entrepreneurial COO / CMO / CHO



Joseph Gurreri is a recognized leader in business strategy who excels at transforming legacy and emerging organizations into growth organizations within highly competitive regulated markets. His significant experience ranges from start-ups and expansions in small (\$3M-11M) and large (\$1B) organizations. His specialty is operations and organizational realignment in order to focus on the customer through innovation. As the Founding Principal of CorporatePlanningGroup.NET, he aligns the client's trajectory onto a path of growth while minimizing disruption through change management techniques.

Mr. Gurreri's experience has been tested with hundreds of client engagements and organizational experience. His work with a variety of clients leverages cross-industry best practices. Clients include technology fraud prevention services (DEBIX); education (St. John's Northwestern Military Academy); charities (Rainbows for all Children and GiGi's Playhouse Down Syndrome Awareness Centers); and ministries (St. Anne Catholic Community). He was also chairman of a high-profile industry panel on identity standards with ANSI & BBB.

Mr. Gurreri was recruited to turn around a highly-distributed professional services organization, Errand Solutions, as President and Chief Operating Officer. His leadership over 3 years resulted in operational sustainability, two strategic partnerships poised for acquisition, renovating market position, launching social media, and establishing then improving all key sustainability metrics.

He founded TransUnion's Solutions Development, & Consulting function for the US and then globally. He recruited former chief officers in risk and management as well as consultants from prestigious firms, then set a comprehensive growth strategy supporting over \$300 million in product sales. Under his leadership, first year revenues for a single product earned \$3 million. He built the practice of key solution sets including:

- Consumer Direct Marketing (direct mail, list selection, one-to-one web marketing, response management, attrition reduction techniques)
- Fraud & Identity Management (CRM, fraud prevention, & authentication systems)
- Enterprise Risk Management (banking compliance, consumer credit risk, operational risk consulting)
- Debt Management (consumer debt collections, location tools, online collections)

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*"Joe views situations from a strategic perspective. He has a unique talent in that he pays attention to the details while at the same time not losing sight of the bigger picture."*

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Past roles include over a decade with Experian with responsibilities in product development, business development, and global account management. His clients include Citigroup, American Express and Sprint. Mr. Gurreri also has experience as a banking officer with one of the largest savings & loans, directing the integration and sales of new products and change management across 300 bank branches and subsidiaries, including brokerage, insurance and real estate.

Mr. Gurreri earned dual bachelor's degrees in economics and urban studies in addition to graduate studies at Canisius College of Buffalo. He is a professor with the American Institute of Banking, and a trained facilitator, developing his own curriculum. He also has served as an educator with Junior Achievement at inner-city locations. Mr. Gurreri lives in the Chicago area.

**Find out more about Joseph at [www.linkedin.com/in/gurreri](http://www.linkedin.com/in/gurreri)  
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