

Private & Commercial Banking Decision Makers

| TARGET:

Global Bank Executives

| MARKET:

EU (Italy, Turkey, France, Spain, Germany) and US

| METHODOLOGY:

30-Minute Telephone/ Web IDIs

SPECS:

Private Banking

- Individuals with high-level titles, work in specific industries AND qualify based on their PERSONAL banking habits
- These individuals should have at least \$5M in assets or a net worth of \$10M or more

Commercial Banking

- Individuals with high-level titles, work in specific industries and are involved with at least 3 types of responsibilities outlined at Q2C, within their organization
- Specifically looking at companies with \$100M+ in annual sales revenue

Want to find folks that have switched primary banks in the past 2 years OR are considering switching in the future

SAMPLE PROFILES:

- Vice President at Goldman Sachs
- Chief Financial Officer at Bradford Allen Principal at Schecter Advisors
- CFO at Arc Companies
- Treasurer at Ampere Computing Director at Fieldfisher
- General Manager at Orton Ceramic
- SVP at NTT