

# HERBERT MCCOY

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## PROFESSIONAL SUMMARY

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Manager with extensive hands-on experience in sales management, team development, coaching and business leadership. Established record of success in significant balance sheet growth, revenue and improved client services. Builder of business plans/solution and strategic market planning. Areas of expertise include:

- ❖ Marketing Program Customization
- ❖ Financial & Strategic Planning
- ❖ Business Plan Development
- ❖ Business Attraction, Expansion and Retention
- ❖ Employee Development
- ❖ Risk Management
- ❖ Community Service Collaborations

Initiate, develop and direct sales teams in providing excellent client service, risk management, quality control and obtaining sales goals. Demonstrated organizational and negotiation skills with the ability to prioritize multiple tasks, often with conflicting deadlines.

## PROFESSIONAL EXPERIENCE

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### **05/01/2006 – Present Fidelity Bank, Vice President / Decatur Center Manager**

- Direct and administer the sales, operational and marketing activities of a branch office.
- Balances immediate and long-term priorities of a sales team.
- Engage in business development and customer relations.
- Responsible for staffing, training and ongoing team support.
- Drive innovative business improvements and results oriented solutions.
- Community Service Engagement

### **03//2002 – 04/2006 RBC Bank, Manager III Personal & Business Banking**

- Manage a diverse sales team, specialized in nature to achieve business targets.
- Manage multiple customers and complex market segment strategies.
- Develop sales and market plans to meet defined goals and objectives.
- Coordinate regional sales team efforts of business development.

### **04/1999 – 04/2002 Tucker Federal Bank, Vice President - Relationship Center Manager**

- Responsible for growing existing business & consumer relationships.
- Solicit / develop new business relationships.
- Manage sales activities, coach and establish goals for sales team.
- Call on existing customers and prospective clients.
- Responsible for the overall sales and operation of a 200 million dollar Financial Center.

**11/1997 – 03/1999 Wachovia Bank, Relationship Manager**

- Obtain / analyze business financial statements.
- Evaluate and make recommendations on business loans.
- Solicit retail business and sell financial solutions.
- Perform credit due diligence.

**09/1994 – 10/1997 Sales Finance Credit Manager**

- Maintain and develop increase measurements of customer relationships.
- Evaluate customer applications for retail loans and leasing products.
- Contact customers as quality service follow-up of loans financed.

**1991 – 08/1994 Business Unit Analyst**

- Liaison between business units and systems development.
- Coordinate implementation of system upgrades and enhancements.
- Developed business matrixes and spreadsheets for monthly reporting.
- Team leader on major project initiatives.

**1985 – 1991 Financial Analyst / Operations Supervisor**

- Responsible for annual departmental budget and its presentation.
- Handled confidential and sensitive financial information/
- Supervised a staff of 20 clerks and 10 accounting processors.
- Maintained administrative records for staff hiring, training and development.

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**EDUCATION & PROFESSIONAL AFFILIATIONS**

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Master of Science in Technology Management (finance concentration), Mercer University, Atlanta, GA  
02/1996

BA, Education / Psychology, Clark Atlanta University, Atlanta, GA 05/1982

Rotary International member since 1997 – Past Club President / South DeKalb Rotary (2004-2005)

Leadership DeKalb Class of 2014 – Member

Decatur Rotary Club – Member

DeKalb Chamber of Commerce – Member

Decatur Business Association – Member

Callanwolde Foundation – Board Member

DeKalb Library Foundation – Former Board Member

DeKalb Volunteer Lawyers Foundation – Board Member

Clark Atlanta University Alumni Association – Participating Member