

Mr. Tom Guarnieri – Solution Architect, Customer Communications Management, C&A Consulting LLC



Prior to joining C&A Consulting, Mr. Guarnieri worked for a large financial services firm in the customer communications division. Tom is an information technology leader and business operations partner with a deep commitment to developing people, improving process, and embracing technology. He brings decades of experience to C&A Consulting in the customer communications management industry focusing on solutions architecture, product development and software engineering.

Mr. Guarnieri is known for driving growth through leadership, innovation, and commitment to excellence with “a get the job done” attitude. Tom is comfortable in both business and technology roles and is a trusted advisor proven to deliver outcomes that turn visions into reality.

Industry Knowledge:

Customer Communications Management, Healthcare, Financial Services, Insurance and Consumer Finance.

Notable Accomplishments:

Responsible for the research, discovery, implementation, and integration of an enterprise customer communication management platform for a \$500M customer communications service provider. The platform sunset six legacy platforms providing a cost savings of over \$1M annually, improved client onboarding time by 50%, and achieved the ability to recognize revenue several months faster.

Managed the product development and integration of a web based self-service content and campaign management platform, meeting the requirements of a premier satellite television provider, to deliver targeted communications across multiple delivery channels. Resulted in an increase in customer satisfaction from 82% to 95% and a \$50m annual contract renewal.

Led the product development efforts in satisfying the requirements associated with the SEC mandated mutual fund summary prospectus rule. The product included an internet-based platform for compliance document management and distribution, call center enablement, and integration into the customer communications management (CCM) platform. The integration enabled the summary prospectus documents to be included in the same envelope as the initial trade confirmation, eliminating a separate prospectus mailing. The project drove significant savings and elevated customer satisfaction.

Specialties:

- Solution Architecture and Design
- Professional services and consulting
- Project sponsorship and risk management
- Change management process re-engineering
- Digital Transformations
- Portfolio/program management
- Strategic planning and execution
- Team building and mentoring

Education:

North Adams State University – BS in Business Administration (Management & Marketing)

Interests:

Motorcycle adventure touring, downhill skiing, golf