

Mr. Joseph F. Keenan – Director, Revenue & Business Development, C&A Consulting LLC



Background: Mr. Joseph F. Keenan ('Joe') is a 35+ year financial services industry executive with deep expertise in Asset Servicing and Capital Markets. He is a seasoned business leader skilled at overseeing institutional clients, creating strategies to grow revenue and maximize profit, and driving diverse teams to exceed their goals. Mr. Keenan is also a buy-side expert adept at sales management and training, developing C-level client networks, and establishing a robust new business pipeline.

Industry Knowledge / Experience: As an SVP at SS&C Technologies, the world's largest hedge fund and private equity administrator, Mr. Keenan served as advisor to leadership on how to position its value proposition to a range of clients acquired via the DST Systems acquisition.

At BNY Mellon as a Managing Director, he built a solutions-oriented Global Sales and Relationship Management team covering Asset Managers and Sovereign Wealth Funds designed to drive the growth of high margin Capital Markets' and related services across multiple businesses with total revenues in excess of \$425 million.

As a senior manager in Investment Services, Mr. Keenan was responsible for businesses with total annual revenues in excess of \$750 million. He provided quarterly direction of Illinois Trust Company Board as its President, and at Canadian Joint Venture meetings as a Member of the Board. He managed five dedicated relationship management and client service, retentive sales, and support teams. Mr. Keenan also oversaw all targeted calling/cross-selling efforts, brand building, and advertising initiatives, and coordinated internal and product operations units to ensure client satisfaction.

Mr. Keenan led the Global Exchange Traded Fund (ETF) and Structured Products Services business to become the industry's premier provider with total revenues growing more than 125% from 2010-2015 and exceeded annual budget every year. He was the business owner for several Global Financial Institution segments within BNY Mellon Asset Servicing including North American Banks, Latin America, Third Party Asset Managers, Large Fund Custody Relationships, Closed-End Funds, Unit Investment Trusts, and the company's fastest growing business - ETF Services.

Notable Accomplishments: Mr. Keenan was named one of the five most influential people in the ETF Industry by *Institutional Investor News*. He has been quoted by leading financial publications, including *The Wall Street Journal*, *Financial Times*, *The New York Times*, *American Banker*, and more.

During his more than 33 years at BNY Mellon, Mr. Keenan was the lead new business development officer for the largest appointments ever secured by the firm.

Specialties:

- Business Leadership
- Budgeting & Profit Generation
- Strategic Planning/Analysis
- Complex Negotiations
- Sales & Client Management
- Disruptive Technologies
- Capital Markets & FX
- Closing Deals
- Asset Management
- Fiduciary Oversight
- Training & Mentoring
- Public Speaking

Education: Mr. Keenan holds a Bachelor of Arts from the University of Michigan, Ann Arbor, in English Literature and Communications, and his Masters of Business Administration - Finance from New York University's Stern School of Business. He currently holds his FINRA Series 7 & 63 licenses.

Hobbies / Interests: Golf, skiing, travel, and rooting for the Michigan Wolverines.