

**Buck Bierly****President and Founder**

30+ years of banking related experience

Email: bbierly@mzbierlyconsulting.com

Buck Bierly is the founder and President of MZ BIERLY CONSULTING, INC., a consultancy specializing in improving the top-line revenue of regional and community banks. He spent the early years of his sales career building and managing relationships for a number of information services companies. Then, as a sales and marketing manager, he acquired a reputation as a business development troubleshooter and was frequently assigned to business units that required significant improvement in revenue generation.

In the mid-eighties, Buck began working with sales organizations selling financial services to middle-market companies and small businesses. By the late-eighties he had his own consulting practice, specializing in sales force management issues in the banking industry. Today, he and his team of sales management consultants provide on-going support for more than 25 banks in North America.

He is a graduate of Franklin and Marshall College, a former Adjunct Faculty Member at the Center for Management Development at Rutgers University, a Faculty Member of both the Graduate School of Banking at Louisiana State University and the Pacific Coast Banking School in Seattle.

Buck is and has been frequent speaker at American Bankers Association, Consumer Bankers Association, and RMA conferences. He has published articles in The Journal of Credit and Risk Management and Commercial Lending Review. His white papers on banking sales and marketing are distributed to over 500 banks each quarter.