

# Jason A. Cobb

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## EXPERIENCE

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### First Merchants Bank

Muncie, IN

2007 - Present

#### *Product Manager, AVP*

*Reporting to the Senior Vice President of Product Management*

- Manage commercial and small business products including: business deposit accounts, online banking, remote deposit capture, lockbox, positive pay, ACH services, and account analysis
- Discover, analyze, and report on product health, profitability, and penetration rates across FMB's product portfolio
- Segment product populations via statistical data analysis to refine and target new product offerings and cross-sell communications
- Develop, launch, and grow new products for our commercial and consumer portfolios
- Position products to respond to new regulatory changes
- Work with large cross-functional teams (including Sales, Marketing, Operations, Legal, Compliance, Executive) to implement product change

#### *Manager of Transaction Processing, AVP*

*Reporting to the 1<sup>st</sup> Vice President of Transaction Services*

- Managed the Cash Management Operations, ACH Processing, Items Processing, Deposit Operations, Lockbox, and Wire Transfer function of the bank
- Performed product development and product management for our Lockbox Line of Business from concept to profitable product offering
- Managed a team of production managers, systems analysts, and business analysts
- Created and managed a Performance and Production Utilization Modeling system for use throughout First Merchants Corporation Operations areas
- Managed an annual budget of \$4,000,000

### Symphony Bank

Indianapolis, IN

2006 - 2007

#### *Project and Operations Officer*

*Reporting to the Chief Operating Officer*

- Managed Project Management, Deposit Operations, Cash Management Operations, Items Processing, and Facilities.
- Served on IT Steering Committee and served as Risk Manager for Operations and IT
- Performed product development for a full suite of new Cash Management products
- Developed and implemented Business Continuity Plan for all areas of the bank

### First Merchants Corporation

Muncie, IN

2002 - 2006

#### *Project Manager*

*Reporting to the Director of Project Management*

- Restructured Loan Operations including new org structure, refined processes, and new systems
- Managed Data Center and Operations Center design and move project
- Managed new banking centers building projects in Carmel and Indianapolis, Indiana

## EDUCATION

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### Ball State University

Muncie, IN

Masters of Business Administration (MBA)

Degree awarded in 2007

Bachelor of Science

Degree awarded in 2002

### Graduate School of Banking

Madison, WI

GSB program at the University of Wisconsin at Madison

Degree awarded in 2010