

## ANTHONY J. RUSSO JR.

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### BUSINESS AND PRODUCT DEVELOPMENT PROFESSIONAL

Dynamic professional with experience building brand recognition across diverse travel, small business, and gastronomy verticals; forging lasting partnerships; developing and executing ROI focused strategies; and growing a business in a startup environment. Experience in sales, account management and creating innovative solutions to address client needs.

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### PROFESSIONAL EXPERIENCE



**The Culture-ist**, Princeton, NJ ([www.thecultureist.com](http://www.thecultureist.com))

**September 2011 – Present**

*Co-founder, Director of Marketing Strategy and Business Development*

- Develop branding and marketing campaign (including social media) to increase online exposure, grow readership and secure subscriptions
- Manage and develop key partnerships with influencers such as AOL, Google, Business Insider and Architectural Digest
- Analyze SEO, site demographics and traffic signals to determine leads & new opportunities for growth
- Design media kit and partnership materials to attract advertisers and sponsors
- Negotiate advertising partnerships
- Conceptualize and implement new products in an effort to diversify revenue streams



**The Bank of New York Mellon**, New York, NY

**February 2012 – June 2013**

*Vice President, Relationship Manager, Global Americas*

- Actively managed a book of 40 + internationally based high profile customer relationships which include sovereigns, corporates, and financial institutions
- Negotiated acceptance, annual and transactional fee schedules for new and supplemental client issuances to meet and exceed quarterly sales goals
- Cross-sell complimentary services of organization such as Asset Servicing to increase client wallet share across the firm
- Led team innovation and strategy sessions as a means to align direction, share best practices, and drive revenue growth
- Utilized CRM software to track revenue and provide client feedback for future improvements in product offerings
- Received 2012 Growth Award recognizing success in closing complex escrow related to a high-profile M&A
- Developed and led team revenue strategies within Telecom, Project Finance and Energy sectors



**Fitch Solutions**, New York, NY

**March 2011 – February 2012**

*Associate Director, Commercial Manager, Global Product Development*

- Engaged market validation and conducted in-depth market, industry and competitive analysis prior to recommending new initiatives or product launches
- Offered strategy, defined vision and determined commercial viability for product suite in an effort to determine new opportunities while addressing stale offerings
- Developed and executed market strategy; educated sales and market practitioners about a newly developed quantitative bank credit model
- Researched current market trends, conceptualized new products for development based upon market potential/ROI
- Chaired weekly meetings with Sales team to communicate strategy and sales initiatives; reported on success towards revenue targets and shared best practices across regions



**The Bank of New York Mellon, New York, NY**

**August 2007 – March 2011**

*Vice President, Client Service Manager, Global Structured Finance, May 2010 – March 2011*

- Managed a portfolio of 60 + internationally based high and medium profile transactions consisting of debt issuances; increased revenue from \$2 million in 2007 to \$6 million in 2010
- Received 2010 Above & Beyond award in recognition of success in rebuilding sensitive client relationships
- Developed strategic plan to expand Catastrophe bond product to microfinance sector including proposal for structures
- Team leader for BNYM Strategic Innovation Project: Microfinance & Philanthropy division – Spearheaded research and development of a plan for new product launch integrating microfinance & Voluntary Carbon Units to establish a new product in marketplace for presentation to Executive committee
- Visited high profile clients in an effort to establish and develop longstanding partnerships including meetings and dinners in Bermuda (e.g. Tokio Millennium Re) as well as in New York (e.g. GS, Swiss Re)

*Senior Associate, Client Service Manager, June 2009 – May 2010*

- Liaised with client and investors regarding the settlement and performance of debt issuances
- Managed, mentored and trained three Trust Associates in administration of portfolio tasks such as DTC and Euroclear securities settlements, wire/ SWIFT transmittals, FX transactions.

*Associate, Client Service Manager, March 2008 – June 2009*

- Named Office of Innovation winner for the research, development and execution of a proposal to implement sustainable business practices through an ongoing “Green” initiative, resulting in an increased bottom line and improved employee productivity
- Conducted review of clients’ positions as well as competition in their respective markets to determine potential fallout of business due to financial crisis

*Trust Associate, August 2007 – March 2008*

- Analyzed servicer reports; monitor for trigger events indicating default under the governing docs
- Coordinated with BNYM’s European offices to ensure timely and accurate debt service

## EDUCATION

**MBA, Global Business Strategy, Rutgers Business School, Newark, NJ (expected spring 2015)**

Courses: International Business, Entrepreneurship, Strategic Management and Negotiations

**Innovation Boot Camp, Carnegie Mellon University, Pittsburgh, PA (January – March, 2013)**

**BS, Legal Studies (GPA 3.74), St. John’s University, NY (2004)**

Coursework - **Wesleyan University, Middletown, CT (2000 – 2001)**

## TECHNICAL SKILLS

MS Office; SFA; SalesLogix; Wordpress; Google Analytics and Webmaster Tools

## ACTIVITIES / INTERESTS

Selected by Chicago Cubs to participate in East Coast Professional Showcase as potential draft pick  
Charity: Water Volunteer Committee - organization that provides clean drinking water to rural communities

International Travel, Philanthropy, Yoga, Online Publishing, Baseball

Microfinance Club of New York