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## Executive PROFILE

### One on One with Tim Wall, Citi Prepaid

If you asked Tim Wall 10 years ago about his future, he never would have predicted a career in global banking.

But mapping a sales strategy in every region where Citi Prepaid offers products places Wall squarely in various global markets on any given day. As managing director and global head of sales for Citi Prepaid, he's responsible for developing sales around the world as part of the company's aggressive international rollout and footprint.

Wall got his start in prepaid through Ecount, a corporate prepaid solutions company, which Citi **acquired** in 2007. Prior to the acquisition, he was tasked with pushing prepaid into the corporate mainstream by identifying replicable applications within key verticals.

#### Smart Hires & Strong Team Focus

Wall was responsible for hiring and training a nimble and fast-learning sales force that could pinpoint inefficient paper-based payment flows in the market and strike a critical nerve with buying centers. Wall trained a team of 10 salespeople—none of whom had experience in prepaid or financial services—to hit the company's aggressive sales goals of \$5 million.

With no prepaid experience himself,

Wall relied heavily upon a proven and formidable sales approach sharpened during his years spent in highly specialized technology and software sales. That first year, Wall and his team not only met their sales goal, but surpassed it by 20 percent. His relentless pursuit of uncovering needs in market in 2002 would pale in comparison to the monumental growth in the years to follow.

At Citi Prepaid, his sales team has focused on incentives in the automotive space, payroll cards in the retail space, promotional cards in the wireless industry, disbursements in the insurance industry and electronic commission delivery solutions in the direct selling space. The secret to his success, Wall says, is hiring the right sales professionals. Rather than seek out resumes with prepaid industry experience, he focused initially on hiring field experts who could learn prepaid.

"One of the first people I hired was someone from the wireless industry. He could speak the language," Wall says. "I did the same thing in retail, insurance, health care and automotive—finding people from an industry to sell to that industry."

Today, Wall finds himself leading the global sales efforts for a division with more than 200 million customer accounts in more than 160 countries and jurisdictions. Just nine years after


 The Citi logo, consisting of the word 'citi' in a blue, lowercase, sans-serif font with a red arc above the 'i'.


Tim Wall  
Citi Prepaid

his arrival, Citi Prepaid's annual revenues exceed \$150 million. The team has grown from 10 to more than 150 around the world, all of whom report up to Wall in their strategic prepaid sales efforts.

Last year, the firm deployed a team in Latin America, a recognized hot spot for prepaid activity. Just about every country in the world is on Citi Prepaid's to-do list.

For a guy who grew up one of nine children in an Irish Catholic family in the suburbs of Philadelphia, Wall's business title still jars him a bit.

#### Lessons from a Big Family

Wall's high expectations, he says, come from his roots.

"I guess you could say I'm aggressive," he notes. "When you come from a very large family, you have to be able to fend for yourself. The joke in my family was that if you didn't get to the dinner table immediately when the food came out, you didn't get dinner. There was

never enough food for all the mouths.”

His mother is a top realtor in the Philadelphia area who taught him the value of hard work and establishing strong personal and professional relationships.

“She is an amazing woman with great communication skills, and everybody in the area knows her,” Wall says. “I learned that you have to build strong relationships with people to gain their trust.”

### From Software to Prepaid

Wall attended William Penn Charter School, a private school in Philadelphia founded on the Quaker principles of faith and discipline. He graduated from Denison University in Granville, Ohio.

He began working in sales at Executone Information Systems, followed by Aspect Communications where he sold application-specific solutions. At Ecount, he was senior vice president of sales, taking the company from \$4 million in sales annually to more than \$60 million before the Citi acquisition.

Today, he is working with Citi Prepaid’s sales team on a march across

the globe, trying to stay ahead of the competition in overall sales and innovation. The entrepreneurial flavor of Citi Prepaid within the international corporation gives him the necessary tools to succeed.

“It’s unique here,” he says. “It’s been

almost five years since we were acquired, and Citi Prepaid has kept its own location and identity. We have the same office space. We’re casually dressed. It still feels very much like an entrepreneurial startup, but with all the benefits of a global bank.” 

## In His Own Words

### Where are the growth opportunities for prepaid?

“There are still many paper payment flows in the United States and countries that are very paper-based that are ripe for prepaid.”

### What is, or will be, the most important innovation in prepaid?

“Certainly the emergence of mobile payments will be prevalent, and the innovation around technology has so much upside as it relates to mobile wallets. Regardless of who the winners are in the race between the banks, mobile providers or technology providers, prepaid will be a key ingredient in the final product offering.”

### What was your first job?

“I had so many as a young kid that I needed to help fund my high school and college educations. Oftentimes, I had several simultaneously, which included caddying, paper boy, dishwashing, landscaping and painting.”

### If you weren’t in prepaid, what would you be doing?

“That’s easy: Professional golfer. Unfortunately, my 13 handicap doesn’t allow for that.”

### If you’re not in the office, where would someone find you?

“On my boat and spending time with my wife Bernadette and our two daughters, Cate and Molly.”