



Owning Your Career in Treasury



Ernie Humphrey
CEO & COO



Treasury Webinars

The Virtual Resource
for The Office of the CFO

Agenda

- Career Dimensions
- Your Professional Brand
- Skills that Matter
- Your Professional Network
- The Success Mindset



Career Dimensions





Career Dimensions

What You Need to Succeed

- A Professional Brand
- A Skill Set for Today and Tomorrow's Opportunities
- An Engaged Network with Colleagues within and beyond Treasury, Banks, Service and Technology Providers, and fellow Treasury Professionals
- The Right Mindset– Success is Rented, and you Need to Pay the Rent Every Day

Your Professional Brand



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Building Your Professional Brand

The Right Mindset

- Know What you Know
- Appreciate What you Don't Know
- Invest in Knowing Your Colleagues
- Let them Get to Know You
- Communicate What you Know
- Communicate What you Need to Know
- Actively Collaborate



Your Professional Brand

The Foundation

- Your Resume
- Your Professional Value Proposition
- Your Skillset
- Your LinkedIn Profile
- Your Network

A Guide to Crafting a Strong Resume

- ✔ **Resume Length** – Even though a shorter Resume is preferred, do not cram the information to fit on one or two pages
- ✔ **Resume Summary Paragraph:** – Include information that is directly relevant to the role you are specifically applying for
- ✔ **Employment History & Experience** - A resume should go back 10-15 years, before that outline detail should be given or your last 5-6 employment positions in reverse chronological order if within this time
- ✔ **Achievements** - How have you made a positive impact/contribution to the company?
- ✔ **Qualifications** - Itemise any relevant qualifications in chronological order
- ✔ **Systems** - List the IT skills you have i.e. Word, Excel any TMS systems etc
- ✔ **References** - How useful is the line 'References available upon request' Not very!



My Brand My Innovative Resume

ERNIE HUMPHREY
A CEO, CMO, and COO with Personality

Ernie.Humphrey@gmail.com | linkedin.com/in/erniehumphrey | 260-494-2210

EXPERIENCE

- Treasury Webinars / Greenwood, IN / 1/17-Current CEO & COO**
Develop, moderate, and manage webinars for finance and treasury leaders that average over 250 registrations. Built webinar sponsorship revenue from zero to several hundred thousand dollars annually.
- 360 Thought Leadership Consulting / 2/13-Current CEO & COO**
Educational program design, original blogs and whitepapers, branding and business development strategy. Three of my original clients grew from \$50M or less in annual revenue to achieve unicorn status (over a \$1 billion dollar valuation).
- Proformative / San Jose, CA / 10/09 - 2/13 VP, Educational & Marketing Programs**
Directed content development for over 150 webinars and seminars. Executed marketing programs, webinars and seminars that fueled the development of the largest online community for finance leaders (over 30,000 members).

MY PHILOSOPHY

I am not afraid to fail and I enjoy the journey from last to first. Learning is my way of life.

MOST PROUD OF

- Growing from an entry level position to a senior leadership position in multiple disciplines (Treasury, Marketing, Operations) across many types of organizations (start-ups, mid-market corporations, non-profits)
- Growing webinar sponsorship revenue from zero to several hundred thousand dollars annually at two different organizations.
- Being an integral force in building an online community of finance leaders from a few hundred to 30,000 in just two years.
- Being a trusted resource to the Office of the CFO (Treasury, Finance, AP, AR, FP&A). My webinars have averaged over 250 registrations over several hundred webinars while I have been a highly sought-after public speaker.

HOW I STRUCTURE MY TIME

ATTRIBUTES

Qualities colleagues endorse: Innovative, Honest, Passionate

Personal areas of growth: Networking, Listening with Intent

EDUCATION

- MS | Economics
Purdue University | West Lafayette, IN
- BS | Honors Economics
Purdue University | West Lafayette, IN

A Photo

Your Professional Motto

Your Online Brand Statement

Your Rainmaker Proof

Experience that Matters

What Makes you Tick

Your Work/Life Balance



Your Brand

Your Professional Value Proposition

- Your Elevator Pitch
- It is not Rocket Science
- You can Define it in Five Minutes or Less
- Let's Do it Right Now!!



Your Professional Value Proposition

Keep it Simple

- What good things your current or previous boss(es) say about you?
- What good things would your current or previous colleagues say about you?
- What good things would people that work for you or used to work for you say about you?
- What good things would your connections at your Fintech/bank partners say about you?



Your Professional Value Proposition

The How- An Example

The Pillars of my Elevator Pitch

- I am a human being 24/7.
- I am vested in the success of all around me
- I can follow as well as lead
- I am passionate, dedicated, and love to learn
- I anticipate what needs to be done and do it without being told.

Steps To Creating A Standout LinkedIn Profile

- ✓ **STEP 1** – Create a powerful headline
- ✓ **STEP 2** – Make your summary shine
- ✓ **STEP 3** – Customise your URL
- ✓ **STEP 4** – Have a photo
- ✓ **STEP 5** – Have an appropriate photo!
- ✓ **STEP 6** – Become a writer
- ✓ **STEP 7** – Grow your connections
- ✓ **STEP 8** – Nurture your network
- ✓ **STEP 9** – Be a groupie
- ✓ **STEP 10** – Ask for recommendations



My Online Brand

My LinkedIn Profile

Ernie Humphrey, CTP
CFO, CMO, COO, Entrepreneur. | Empower Career Ownership
Greenwood, Indiana, United States · [Contact info](#)
500+ connections

Treasury Webinars
Purdue University - Krannert School of Management

Your Photo

Your Banner- Show Off!!

More Interest Hooks

This Section Matters

Your Hook for LinkedIn Search

You are Popular

About

"Very rarely do I meet people who maintain a high level of business professionalism with a terrific degree of personality, humor and genuine kindness."
- Keyan Keihan... see more



My Online Brand

My LinkedIn Profile

Featured



EXPERIENCE

- Treasury Webinars / Governance, IR / 2/17-Current CEO & COO**
Develop, moderate, and manage webinars for finance and treasury leaders that average over 250 registrations. Bulk webinar sponsorship revenue from zero to several hundred thousand dollars annually.
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Educational program design, original blogs and whitepapers, branding and business development strategy. Three of my original clients grew from \$50M or less in annual revenue to achieve unicorn status (over a \$1 billion-dollar valuation).
- Proforma / San Jose, CA / 2006 - 2/13 VP, Educational & Marketing Programs**
Directed content development for over 150 webinars and seminars. Executed marketing programs, webinars and seminars that fueled the development of the largest online community for finance leaders (over 30,000 members).

HOW I STRUCTURE MY TIME

Public Speaking, Thought Leadership, Marketing, Analytics, Fundraising, Strategic Planning, Business Development, Client Relations, Operations, HR, Finance, Legal, Compliance, Risk Management, Technology, Innovation, Disruption.

KEY HIGHLIGHTS

- Qualities colleagues endorse: Innovative, Impactful, Collaborative.
- Personal areas of growth: Learning with others.

EDUCATION

Ernie Humphrey Resume

Technology Innovation Disruption

VIRTUAL FORUM

TFVF 2021 Exhibitor Brochure.pdf

Discover how to redefine the ROI for investing in sponsoring or exhibiting at any event, live or virtual



My Key Assets/ Projects



My Online Brand

My LinkedIn Profile

Activity

19,105 followers



If you want to connect with the best talent I know an amazing recruiter that...

Ernie commented



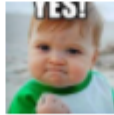
Andrea Sottoriva Awesome!! 😎

Ernie replied to a comment



You can register for any and all webinars at treasurywebinars.com !!

Ernie commented



Eka Software Solutions, Esker Inc, Tipalti

Ernie commented

My Brand Strength



Chief Executive Officer

Treasury Webinars

Jan 2017 – Present · 4 yrs 9 mos

Indianapolis, Indiana Area



VP, Client Engagement, US Practice

The Treasury Recruitment Company - Global Treasury

May 2021 – Present · 5 mos

Experience That Matters



President

Association for Financial Professionals of Indiana · Part-time

Jul 2021 – Present · 3 mos

Indianapolis, Indiana, United States



Board Member

Purdue Alumni Association

Jul 2019 – Present · 2 yrs 3 mos

West Lafayette, Indiana



My Online Brand

My LinkedIn Profile

Education



Purdue University - Krannert School of Management

Ph.D (ABD), Agricultural Economics;
1993 – 1998



Completed Ph.D. coursework in Agricultural Economics. Research focused on the economics of variable rate fertilization.



Purdue University Krannert School of Management

MS, Economics
1990 – 1993

Activities and Societies: Worked during degree program to finance education



Purdue University Krannert School of Management

BS, Honors Economics
1986 – 1990

Activities and Societies: Chi Phi Fraternity (Founding Father), Phi Beta Kappa, Golden Key National Honor Society

Licenses & certifications



Certified Treasury Professional (CTP)



Volunteer experience



Board Member- Treasurer

Center Grove Early College Booster Club
Nov 2015 – Nov 2016 • 1 yr 1 mo





My Online Brand

My LinkedIn Profile

Skills & endorsements

Add a new skill 

Take skill quiz

Treasury Management · 75

Endorsed by Beatriz Saldivar, MBA, MM and




CTP 🌟🌟🌟🌟🌟🌟 and 2 others who are highly skilled at this



Endorsed by 4 of Ernie's colleagues at Proformative

Strategy · 67

 Endorsed by 4 of Ernie's colleagues at Proformative

Leadership · 55

 Endorsed by 3 of Ernie's colleagues at Proformative



Endorsed by 8 people who know Leadership

Nice, but Not
All that
Valuable





My Online Brand

My LinkedIn Profile

Recommendations

Ask for a recommendation 

Received (35)

Given (13)



Chase Bergeron, CTP

Director of Treasury Management at SCP Health

March 9, 2021, Chase was a client of Ernie's

I've had the opportunity to attend several of Ernie's webinars throughout the last few years around Corporate Treasury. Ernie is a creative champion in the Corporate Treasury space and constantly provides innovative and impactful content to his followers. Ernie's wealth of experience accompanied ... See more



John Kogan

Director, Finance Performance Improvement at Armanino LLP

February 4, 2015, John managed Ernie directly

Proformative would simply not be the leading company it is today without the many, many critical contributions made along the way by Ernie Humphrey. Ernie has been a core part of our product and marketing lifeblood since our earliest days and has provided consistently excellent input and work product, always ... See more

CRITICAL !!!

- **Someone You Worked For**
- **Someone You Worked With**
- **Someone Who Worked for You**





My Online Brand

My LinkedIn Profile

Accomplishments +

10 Publications ∨

The Art of Owning Your Career Success: Tales of a Treasury Leader, CMO, CFO, CEO & COO • 10 Simple Productivity Hacks for Finance Professionals • The Power of "Yes" versus "Yes, but" • 5 Traits of Terrible CFOs • Working Capital Optimization: An Enterprise Approach • Keeping Score: Managing Bank Relationships in the "New Normal" • Personal and Personnel Professional Development: The Pillars of Success • Account Analysis Statements should be Consolidated, Transparent, and Global • Constructing a Battle Plan for Working Capital Management: An Enterprise Approach to Working Capital Optimization

- Leading thru a Crisis: How to Bring Zombies Back to Life

5 Projects ∨

Executive Consultant- TreasuryJobs.com • AFP Body of Knowledge Update Committee Member

- International Training Consultant- Leoron Professional Institute • The Body of Knowledge for Treasury Success: From Theory to Practice • Unbroken Sports- Chief Marketing and Brand Consultant

Interests



Northern Ohio AFP
33 members



Purdue for Life Foundation
17,881 followers



Richard Branson 
Founder at Virgin Group
18,489,982 followers



Super CFO : Global Networking >150 cour
95,764 members



Accounts Payable Managers
39,430 members



CXO Software
2,352 followers



Your Professional Brans

Building It

- **Share Your Expertise & Challenges Live & Online**
 - Speak at Live Events
 - Attend Live Networking Events
 - Speak on Webinars & Promote via LinkedIn
 - Speak on Podcasts & Promote via LinkedIn

Skills that Matter

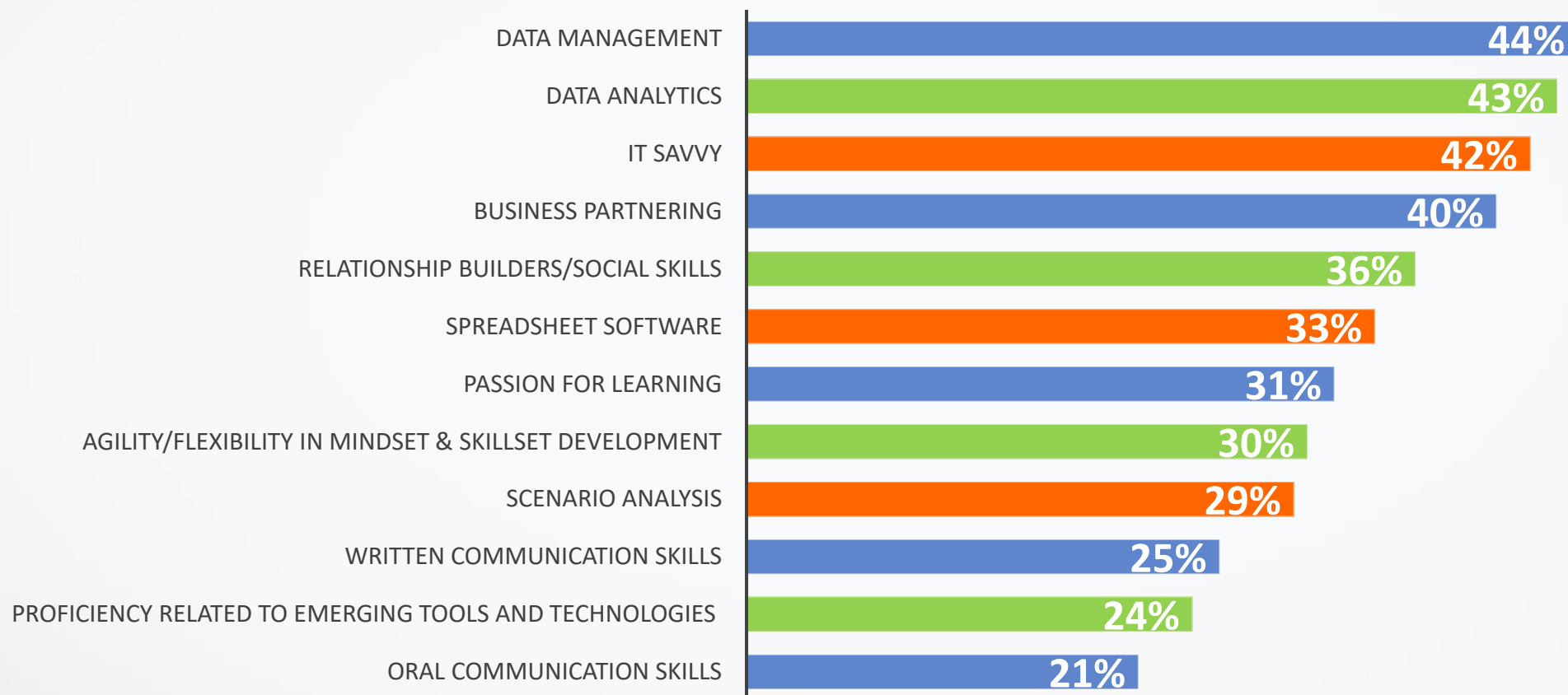


3



Treasury Success Skills That Matter

KEY SKILLS FOR TREASURY SUCCESS



The Treasury Skills Wheel

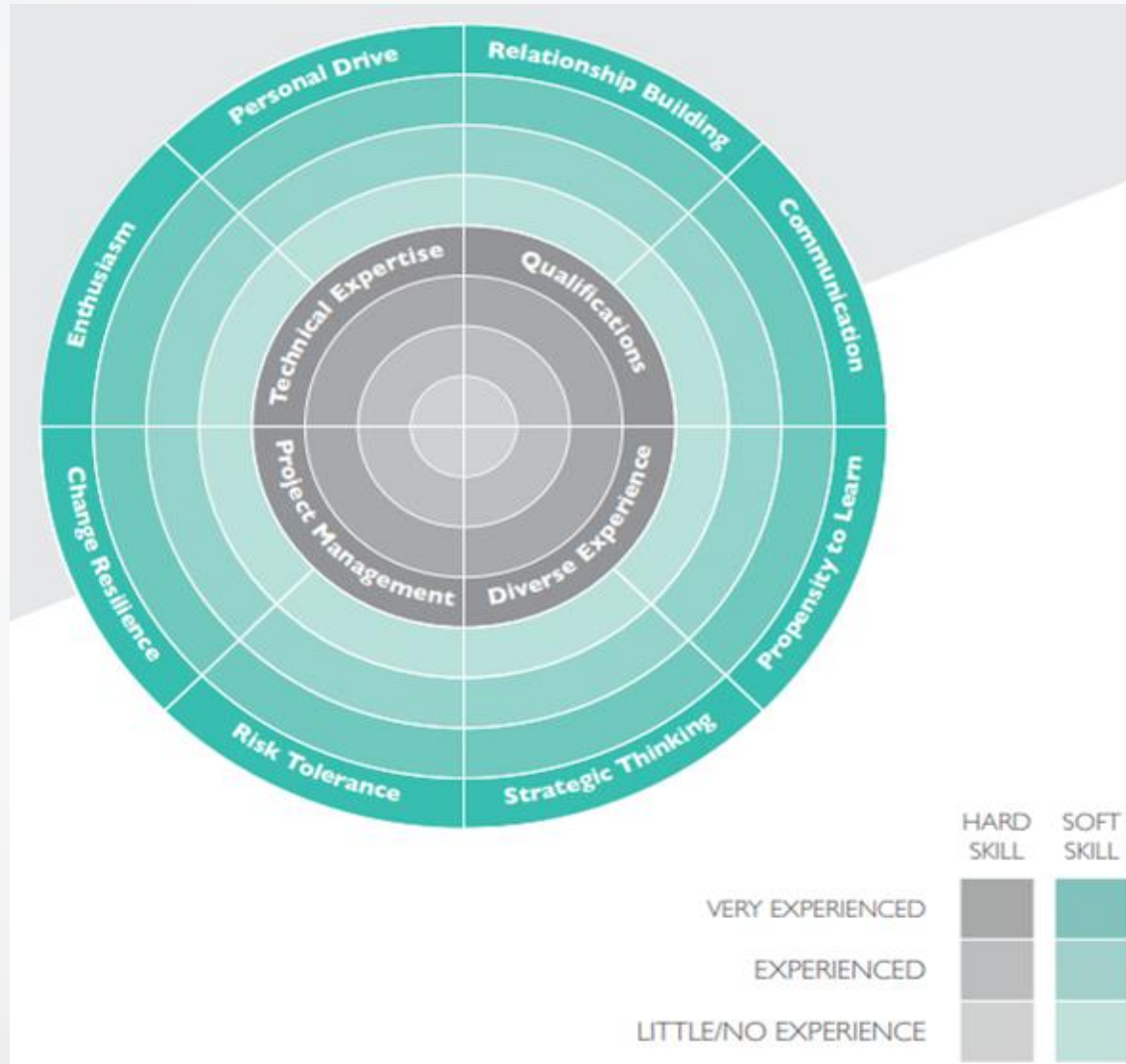
What is it?

The 'Treasury Skills Wheel' is a definitive list of skills that all treasury professionals should aim to develop as part of their long-term career goals.

Hard Skills: Teachable skills or those that are easy to measure

Soft Skills: People skills, personality traits and attitudes

The Treasury Skills Wheel



Available at:

TreasurySkillsWheel.com



Treasury Success

Supporting Your Team- If You Want Engagement...



Your Professional Network



4



Your Professional Network

Understand the Scope

- Your Departmental Colleagues
- Your Colleagues Beyond Treasury
- Your Banks, Service Providers, Technology Providers
- Your Company's Customers and Suppliers
- Your Professional Peers



Your Professional Network

The Strategy

- Who Do You Want to Know
- Who Do You Need to Know
- Who Do You Already Know
- Who Know Who You Want to Know
- Who Knows Who You Need to Know



Your Professional Network

Invest in Relationships

- Get to Know People
- Let Them Get to Know You
- Understand the Value of Your Relationship to People
- Communicate Your Expectations to each Person and Let Them Know What to Expect from You



Your Professional Network

Invest in Relationships (Colleagues)

- Listen, Listen, Listen
- Learn the professional languages of colleagues
- Ask them to Tell you Their Biggest Work Challenges
- Help them Solve Work Challenges
- Be Authentic in Your Communications
- Communicate Bad News Proactively
- Build Trust with Colleagues so they Have No Fear in Communicating Bad News to you Proactively



Your Professional Network

Invest in Relationships- Business Partners

- Realign on Expectations with each Business Partner every Few Months
- Be Authentic in Your Communications
- Communicate Bad News Proactively
- Build Trust with Each Business Partner so they Have No Fear in Communicating Bad News to you Proactively



Your Professional Network

The Strategy

- Ask how you can help your connections
- Stay tuned to what your connections need
- Proactively share relevant information with connections
- Support LinkedIn contributions and offer congratulations relative to all professional a c c accomplishments
- Communicate to connections how you can collaborate with them in mutually beneficial endeavors
- Do not let relationship momentum come to a halt



Your Professional Network

Building It-The How

- Social Events
- Professional Conferences
- LinkedIn
- Professional Associations
- Public Speaking
- Podcasts
- Online Communities
- Alumni Networks

The Success Mindset



5



Empowering Your Success

The Mindset

- Live
- Listen
- Learn
- Fail & Fall Forward
- Repeat



Empowering Your Success

The Mindset

LIVE

“Life is about the journey. you do not always control the journey. You do control who you share that journey with, and how you react to the obstacles and the detours you will encounter on your journey.”

– Ernie Humphrey



Empowering Your Success

The Mindset

LEARN

“Learning is not a chore it is a way of life.”

– Ernie Humphrey



Empowering Your Success

The Mindset

FALL FORWARD

“Life In failure is where your life’s most important lessons will be learned. If you never fail and have never sucked at anything, then you are not pushing yourself hard enough!”

– Ernie Humphrey



Empowering Your Success

The Mindset

REPEAT

“You will do well to live, learn, and fall forward every day. Success is a journey not a destination.”

– Ernie Humphrey



THANK YOU!

NEXT SESSIONS

Food & Beverage Break



Panel

*Million Dollar Revenue Leakages
Plugged With Two Deduction
Strategies*

1:40 PM EST | West Mezzanine Center



Treasury

**[WORKSHOP] How Treasury
Measures Success**

1:40 PM EST | West Mezzanine Lounge

