



PAUL R. OSTERBERG

STRATEGY BASECAMP, LLC

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Paul Osterberg is a financial services industry executive with experience in technology, operations, and marketing. Paul was previously the Chief Operating Officer and Chief Marketing Officer of AFAM | Innealta Capital. He also worked at National Financial Partners as SVP, Operations & Systems and Director of Technology. Paul consulted to numerous financial services companies while working at Deloitte Consulting. His clients included ING, Ameriprise, Northwestern Mutual Life, Nationwide and Wells Fargo. Paul has a BSB in Finance from the University of Minnesota. He subsequently completed industry and technical coursework at Columbia University in New York City and the Wharton School of Business at the University of Pennsylvania.

EDUCATION AND TRAINING:

Bachelors of Science in Business Administration (Finance), University of Minnesota

Securities Industry Institute at Wharton, Securities Industry Association

Computer Technology & Applications, Columbia University in the City of New York

EMPLOYMENT HISTORY:

Managing Partner/Co-Founder | Strategy Basecamp LLC | '13- Present

Independent Industry Consultant | IFX Consulting Group, LLC | '12 – Present

Chief Operating Officer & Chief Marketing Officer| AFAM | Innealta Capital | '08 – '11

SVP, Strategy and Business Development | NFP Securities | '06 – '08

SVP, Operations and Systems, NFP Securities | '01 – '05

Management Consultant, Deloitte Consulting | '96 – '01

Management Development Program / Manager, Prudential Financial | '90 – '96

SUBJECT MATTER EXPERTISE:

- Strategic Planning
- Sales & Marketing
- Cloud Computing / Salesforce
- Document Management
- Crisis Management
- Project Management
- IT Strategy & Transformation
- ROI / Financial Analysis
- Web & Mobile Design
- Operations
- Mergers & Acquisitions
- Firm Integration
- Business Analysis
- Process Re-engineering
- Presentation Skills

SELECTED PROJECT EXPERIENCE:

Technology Overview and Strategic Plan: Provided a national independent BD/IA an assessment of their current technology offering. Provided a Gap Analysis comparing the firm to their competitors and provided a short term strategic plan for the immediate six months.

Project Manager for an asset manager / mutual fund company. Developed multiple digital marketing campaigns, created more than ten print and electronic marketing pieces utilized by a firm that grew assets under management from \$500M to almost \$5B in a 4 year period. Managed the implementation of a search engine marketing program at a rapidly growing investment management firm. Managed the implementation of the Salesforce cloud solutions. Executed the launch of two new mutual fund products. Designed and assisted in the execution of an associated marketing plan that has achieved a positive net variance vs. budget of more than 185% YTD.

Managed the Development of a BD/IA. Assisted in building the operations, technology, and compliance functions of a newly formed BD/IA. Worked closely with a diversity of vendors (financial planning, CRM, document management, etc.) and partners such as custodians, clearing organizations, and turn key asset management platforms.

Managed the conversion of hundreds of thousands of client accounts from one custodial technology platform (Pershing) to another (Fidelity). The multi-faceted project involved working through thousands of financial advisors to get paperwork completed by their clients, coordinating hundreds of activities in numerous locations, and re-training hundreds of support staff in a new set of systems. This project was finished on time, under budget, and increased the company's net income by over 20% annually starting in 2006. Subsequently developed a strategic technology plan to amplify those financial benefits going forward.