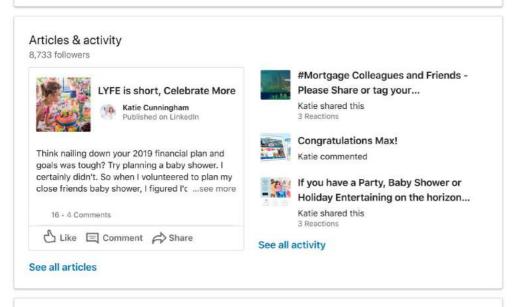


About

LYFETYMES is an innovative One-Stop Celebration Platform & Marketplace that is making LYFE easier for parents or anyone to plan all parties, showers, holidays and celebrate milestones events in one place for LYFE. We are re-imagining the stressful planning process to the fun back into celebrations by providing time-savi _ ... see more





Experience



Founder & CEO

LYFETYMES

Sep 2018 – Present - 1 yr 2 mos San Antonio, Texas

LYFETYMES is an all-in-one digital tool to help you organize and plan every detail of your celebrations in life. LYFETYMES is an innovative end to end digital marketplace that helps connect all the steps in planning a party or celebration in one easy place. For birthdays, baby showers, graduations, holidays or ANY occasion-LYFETYMES saves you time and stress-after all it was created by busy momel LYFE is short. Celebrate Morel





Director/ Consumer Finance Group

Aug 2017 - Jul 2018 - 1 yr San Antonio, Texas Area

Involved in a variety of client initiatives including end-to-end customer lending experiences, transforming lending sales models, planning and large-scale client acquisitions and lead strategy efforts, with emphasis on consumer acquisitions; assist clients on how to leverage technology to innovate and reimagine workforce. Worked with multiple fortune 100 ... See more



VP, National Head of Mortgage Advisory

Sindeo

Feb 2017 - Jul 2017 - 6 mos San Francisco, California

Responsible for driving business growth by managing and developing a National Team of Mortgage Advisers focused on building and maintaining strong partnerships with our industry partners, including Real Estate Agents. Drive successful focused partnerships and relationships between advisory/sales and Real estate community. Responsible for key strategic r... See more



Citi

17 yrs 1 mo

Head of Customer Acquisition, Sales Communication and Lead Strategy

Oct 2013 - Jul 2015 · 1 yr 10 mos

Head of Consumer Cross-sell, Communication and Lead Strategy for Mortgage Originations at Citi. Responsible for multi-directional cross-sell initiatives in the North American franchise, including creation and execution of the Deepen and Acquire (DNA) campaign, which aims to increase the number of multi-relationship clients.

National Strategy and Revenue Initiatives Sales Director

Dec 2008 - Oct 2013 - 4 yrs 11 mos

Strategic Sales Director responsible for creating and executing mortgage revenue initiatives, including new sales programs to the Retail Mortgage Sales organization and Retail Branch Network. Team results transformed Retail Mortgage interaction referral models, relationship incentives, and client choice, resulting in best-in-class sales model.

Show 3 more roles ~

Skills & Endorsements Leadership - 41

Endorsed by DR. ISMAIL ALQUSSEIR, who is highly skilled at this

Endorsed by 17 of Katie's colleagues at Citi

Sales - 38



Endorsed by Keith Padalecki and 1 other who is highly skilled at this

Endorsed by 15 of Katie's colleagues at Citi

Management 34



Endorsed by DR. ISMAIL ALQUSSEIR and 1 other who is highly skilled at this

Endorsed by 13 of Katie's colleagues at Citi

Show more ~

Recommendations

Received (0)

Given (2)

Katie Cunningham | LinkedIn

Pearlyn Benjamin

Application Engineer
June 27, 2017, Katie worked
with Pearlyn in different groups

Pearlyn was an absolute pleasure to work with at Sindeo. She has enthusiasm, hard working and encompasses the definition of teamwork. She was always the first to raise her hand to help, solution a problem and work endless hours to make sure we hit the deadlines. She is an amazing individual personall... See more

Ken Ho, MBA, PE, MEngr

Experienced & Results-Driven Analytics, Risk, Marketing Strategy & Technologies Leader; Highly Rated People Manager

April 27, 2017, Katie was senior to Ken but didn't manage directly Ken Ho worked with me at Citi and launched the Affluent Mortgage Customer Program. He was a great partner and consistently and pro-actively included others in its design and enhancements. Ken worked with Marketing, Sales, Operations, Credit Risk and other high-touch programs and succ... See more

Interests



Mark Cuban 🗖

President 5,391,979 followers



Women in Business | Woman 2 W...

28,926 members



Arianna Huffington 🛅

Founder and CEO at Thrive Global 8,745,885 followers



LinkedIn

9,608,619 followers



Women in Retail Leadership

40,899 members



HSBC

1,876,320 followers

See all