MATT HAMES, CTFA

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Intrapreneur:

noun | in·tra·pre·neur | \ in-trə-prə-ˈnər , -ˈnur , -ˈnyur \

An entrepreneur working within an existing organization who through an understanding of the current business model, applies strategic acumen and design thinking to foster innovation.

I am passionate about leading change that endures. I enjoy leading others in pursuit of a clear vision of what could be. I believe that positive transformation occurs both personally and organizationally when investing in others is a priority.

Click to Watch Video   June 2012

STATIC

Why Do You Exist?
Brand Architecture

Is Your Offering Relevant?
Value Prop Relevance

How Do You Compete?
Business Model Design

What Matters To Them?
Client Priorities

How Well Do You Know Them?
TEST CARD
BIOS
Perception Validation

What Do You Deliver?
Value Exchange Engineering

How Do You Find Them & Deliver Value?
Channels
Partners
Relation-ships

What Do They Perceive, Understand & Remember?
Experience Design

So What?
Strategic Growth Map

DYNAMIC

FOUNDATIONAL   Strategyzer VALUE PROPOSITION DESIGN, 2015   GAMECHANGING

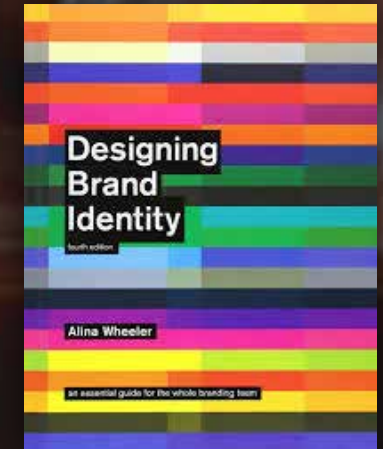## FEATURED IN

Click to View   **FAST COMPANY**

Click to View   **THE FINANCIAL BRAND**

Click to View   **bank innovation**
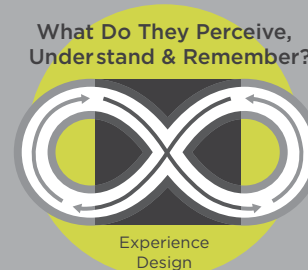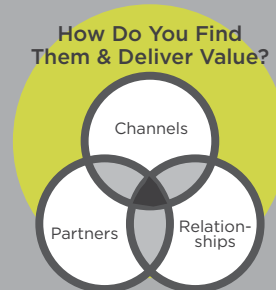
AMERICAN BANKER
THE FINANCIAL SERVICES DAILY

Designing Brand Identity
fourth edition
Alina Wheeler
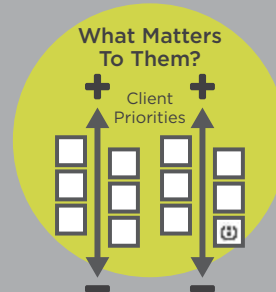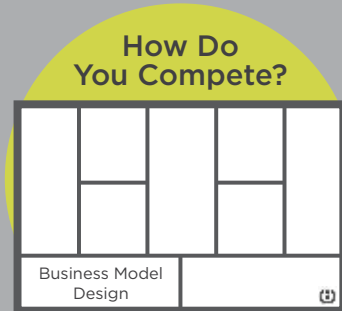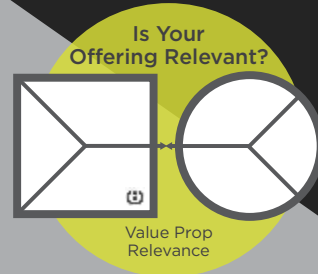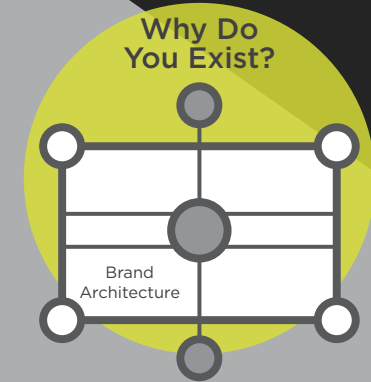an essential guide for the whole branding team

KEYNOTE SPEAKER AT:
- Sydney, Australia: Bank Branch Evolution Conference 2013
- Madrid, Spain: CRS Sell-a-bration 2014
- San Diego, CA: CRS Sell-a-bration 2014
- Atlanta, GA: 2014 RETSO 7

EXPERIENCE

Executive Director
August 2016 - Present

Timothy Barnabas was founded in 1994 by Pastor Johnny Hunt for the purpose of advancing the gospel by investing in leaders. Timothy Barnabas does this by offering Biblical instruction and practical encouragement for pastors, their wives and other ministry leaders in the United States and around the world. As Executive Director, I am responsible for the oversight of all aspects of the ministry. In 2017, TB trained more than 3,700 leaders at 19 events in 13 cities in seven countries.

Founder
October 2013 - Present

After receiving international acclaim for the retail financial services delivery model developed and launched by Acru in 2011, I refocused Acru in late 2013 on the discipline of integrating brand strategy and business model design for organizations in industries ranging from financial services to real estate to non-profits and anywhere in between.

Functioning in the role of an outsourced Chief Strategy Officer, I work primarily with the CEO, President, Founders, and board members of companies with annual revenue ranging from $5-$50mm. In most cases, these organizations are successful, profitable businesses looking to grow beyond the plateau on which they find themselves.

Clients Include:

Co-Founder
May 2016- Present

Acru Insurance was created to design tailored solutions that protect money and secure families. We believe resolving risk requires the integration of exceptional plan design and insightful strategic thinking. Acru Insurance specializes in policy review, new product placement and non-qualified plan design utilizing life, long-term care and disability insurance, as well as fixed annuities.

Chief Strategy Officer
January 2014 - July 2016

Henssler Financial is a metro-Atlanta based Registered Investment Advisor with approximately $1.5b in assets under advisement. Responsible for brand strategy, organizational design, insurance planning division and weekly co-host of "Money Talks," Atlanta's longest-running, most respected money show on radio.

Director of Enterprise Architecture
July 2012 - December 2013

Enterprise-wide responsibility for brand strategy, organizational design, and all non-bank lines of business for $2.2b community bank. Member of Management Committee.

CEO
July 2010 - December 2013

Led the transformation of CNT to Acru. Redesigned the business model, brand and go-to-market strategy for First Cherokee State Bank and CNT. Raise $15mm in capital for the parent company as Acru opened an award winning retail location focused on delivering personalized wisdom through a relevant experience. Providing clarity and preparedness related to the interaction of money and life, Acru redefined how banking, investments, insurance, tax and estate planning could be delivered through a community-based financial services organization.

Environment & Space Planning

Click to View More

Your Priorities

Where You Are

Your Next Steps

Clarity Map

Our Next Steps

Interior Furnishings & Design

President/CEO
January 2001 - June 2010

Founder of the trust subsidiary of First Cherokee State Bank, a joint venture with Gene W. Henssler, Ph.D. Custodian for more than $400mm in assets. Opened an independent insurance agency within CNT in 2004 focusing primarily on life, long-term care and disability insurance, as well as fixed annuities. CNT had clients in 29 states and was the largest single source of core deposit funding for First Cherokee State Bank.

Associate
2000 - 2001

Responsible for the creation and implementation of cash flow based financial plans for both individual and institutional clients.
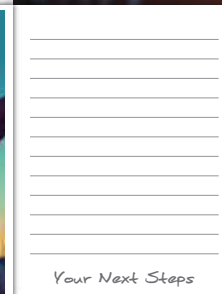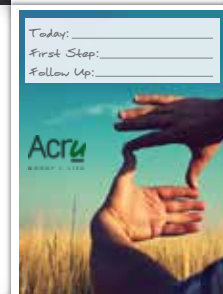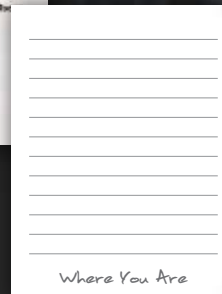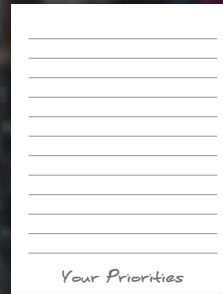
Research Associate
1998 - 2000

One of four members of the research staff, which was responsible for analyzing and managing more than $500mm in assets for clients of the firm.
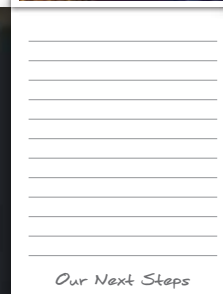
EDUCATION

BBA, Management
1994-1998

Graduate of the Coles College of Business with a specialization in entrepreneurship and small business creation. Four-year scholarship member of the NCAA Division II men's basketball program.

Certified Trust & Financial Advisor (CTFA)
2000

Graduate of the Cannon Trust School and holder of the professional designation Certified Trust & Financial Advisor (CTFA), indicating excellence in the areas of fiduciary responsibilities, trust activities, personal finance, insurance, estate planning, tax planning and investment management.

SKILLS

- Business Model Design
- Brand Strategy
- Organizational Design
- Public Speaking
- Strategic Planning
- Value Exchange Engineering
- Problem Solving
- Wealth Strategy

INVOLVEMENT

Finance & Personnel Committees

Bible Study Teacher

Athletic Association Executive Board of Directors—Finance Committee

Board of Directors

Cherokee County Hospital Authority Board of Directors