

Matt Hames, CTFA

2710 South Cherokee Lane, Woodstock, GA 30188
Phone: 770-893-8300 E-Mail: matt@matthames.com

Overview

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.

Experience

Executive Director – Timothy + Barnabas

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 US and around the world. As Executive Director, I am responsible for the oversight of all aspects of the ministry. In 2017, TB trained over 3,700 leaders at 19 events in 13 cities in 7 countries.

Founder – Acru Strategy

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. Primarily 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: CDG Engineers & Associates (cdge.com); Monte Hewett Homes (montehewetthomes.com); FIG Partners (figpartners.com). Examples of strategic work product available upon request.

Co-Founder – Acru Insurance

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 – Henssler Financial

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 – Community & Southern Bank

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 – Acru | Money + Life

July, 2010 – December, 2013

Lead the transformation of CNT into Acru. Redesigned the business model, brand and go-to-market strategy for First Cherokee State Bank and CNT. Raised \$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.

President/CEO – CNT Wealth Management**January, 2001 – June, 2010**

Founder of the trust subsidiary of First Cherokee State Bank; a joint venture with Gene W. Henssler, PhD. Custodian for over \$400mm of 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 – G.W. Henssler & Assoc. Ltd.**2000-2001**

Responsible for the creation and implementation of cash flow based financial plans for both individual and institutional clients.

Research Associate – G.W. Henssler & Assoc. Ltd.**1998-2000**

One of the four members of the research staff which had responsibility for analyzing and managing over \$500mm in assets for clients of the firm.

Education**BBA, Management – Kennesaw State University****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.

CTFA – Cannon Trust School**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

Publications / Public Speaking

Fast Company | American Banker | The Financial Brand | ABA Marketing Magazine | Atlanta Business Chronicle | BankInnovation.com | Designing Brand Identity – 4th Edition (Alina Wheeler) | The Financial Brand Bible (2014) | International Keynote: Bank Branch Evolution Conference 2013 (Sydney, AU) | International Keynote: CRS Sell-a-bration 2014 (Madrid, Spain) | Keynote: CRS Sell-a-bration 2014 (San Diego, CA) | Keynote: 2014 RETSO 7 (Atlanta, GA)

Involvement

First Baptist Church Woodstock – Finance & Personnel Committees and Bible Study Teacher

Kennesaw State University Athletic Association Executive Board of Directors – Finance Committee

Timothy + Barnabas Board of Directors

Cherokee County Hospital Authority Board of Directors