
Tucker Hood

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<http://www.dthood.com>

Summary

Strategic product leader in Internet financial services. Innovator and team builder with 20 years experience in Web design, enterprise application software, electronic commerce, consulting, and banking.

Experience

Jan 2001 -
Present

dthood.com www.dthood.com
South Dartmouth, MA

Principal - Web Design and Construction

Used Internet application software experience to build a Web site design and construction business focusing on rapid development, usability, clean design, and marketing fundamentals. Clients include companies and organizations in the following fields:

- Medicine
- Not for Profit
- Recreation
- Consulting
- Arts
- Media
- Retail
- Financial Services

Jan. 1998-
Nov. 2000

S1 Corporation, Atlanta, GA www.s1.com
Edify Corporation, Santa Clara, CA

Director, Product Marketing

1999-2000

Led product group responsible for combined retail and business Web banking and brokerage platform integrating product delivery, account administration, and customer service. Deployed at over 150 financial institutions worldwide, generating average annual revenue of \$30 million.

- Led cross-functional team developing global product strategy and market requirements (US, Europe, Asia, Latin America)
- Focused strategy on optimizing local market responsiveness while leveraging common product components across multiple sales channels and development centers
- Managed and developed strategic partner and customer relationships

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S1 Corporation (contd.)

Manager, Business Banking Product Line 1998-1999

Drove strategic new product initiative from concept to market rollout. Product became a key advantage for Edify and a primary reason for S1's acquisition. Deployed or in development at seven regional and global financial institutions with sales of \$20 million.

- Built domain expertise in business/commercial banking
- Anticipated impact of the Internet on financial services for business and the strategic importance of relationship focus
- Responsible for overall marketing, positioning strategy, and product P&L for Web-based, multi-channel, commercial electronic banking and relationship management platform
- Developed initial product requirements and marketing plans including definition, launch, competitive analysis, collateral, forecasts, packaging and pricing
- Managed launch and initial implementations
- Active in securing initial sales

1993-1998 *Management Consulting, South Dartmouth, MA*
Principal

1983-1993 *Fleet Financial Group, Providence, RI* www.fleet.com
Products and Services Division
Senior Vice President and Group Manager 1986-1993

Fleet National Bank, International Division
Vice President 1983-1986

1979-1983 *Crocker National Bank, San Francisco, CA and Buenos Aires, Argentina*
Assistant Vice President and Area Manager

Education

1977-1979 *The Wharton School, University of Pennsylvania*
M.B.A., Finance and Accounting

1969-1973 *Elmira College*
B.S. (Cum Laude)

Other Languages

Spanish (intermediate)
French (basic)