

PROFILE

Nathan Carmon

/ Partner & Senior Vice President

Nathan focuses on the Financial Services industry with an emphasis on online marketing and sales, secure site design and multi-channel application integration. The majority of his client base consists of large retail and commercial banks where we are their partner for online strategy and branding work, experience-based design and usability, SEO/SEM, and analytics. Nathan's approach is focused on 5 critical client issues: organic growth, products per household, online adoption, customer retention and cost reduction.

expertise

Operational improvements: Many of Nathan's engagements have involved significant client impact through online brand building, product development, optimized user experience, advisory tool usage, online application excellence, cross-sell & up-sell optimization, search marketing and online/secure site self service.

representative clients

Citizens Bank, National City Corporation, Flagstar Bank, ABN AMRO LaSalle Bank, KeyBank, Huntington Bank, First Citizens, Sallie Mae

brilliant moment /
conceiving the idea that ultimately
led to the creation of Cognos
"PowerPlay" product



experience

Cap Gemini Ernst & Young – Vice President

Delivered positive operational and financial results to his clients through major transformation projects, leveraging technology for Fortune 500 clients.

Proctor & Gamble

Delivered multiple technology initiatives for the soap sector. Thought leader behind developing Impromptu and PowerPlay (Cognos products).