

## **David Wyatt**

David is a financial services professional with extensive knowledge and experience in the practical use of customer relationship management (CRM) technology and techniques to increase revenue.

David's 25+ years in the financial services area includes Personal Banking, Business Banking and Financial planning. He worked in many roles from customer facing to middle management with a particular focus on sales, and coaching of bankers and sales and service agents.

David joined the world-class CRM team at the National Australia Bank and worked with them for 5 years, to optimise the use of their CRM tools and capabilities, based on his practical experiences in managing teams which sell to and service customers. His specific focus and actions drove improved banker acceptance of the tools and led to improved, and quantifiable revenue generation.

His involvement in several CRM-related deployments enables him to advise and coach across a wide range of industries focussed on leveraging the tools of CRM.

David's previous roles include Manager National Leads and Area Manager Premium Banking Melbourne with the NAB, and subsequently a General Manager role with an IT company.