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BUSINESS



THE #1 GLOBAL FINTECH RADIO SHOW & PODCAST



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JASON HENRICHS

Breaking Banks Fintech
Thursday at 12 Noon Pacific
June 20th 2013: Moving from Personal Financial Management to Personal Financial Performance

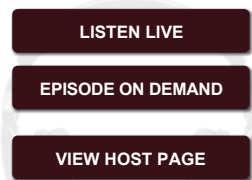
PFM or Personal Financial Management tools first popularized by Mint.com have taken the financial services space by storm in the last couple of years. In this week's show we talk to some of the leading PFM platforms to talk about why banks are taking on PFM capability and how customers are referencing this capability. More importantly we'll also discuss how real-time, personalization, big data, gamification, mobile user experience, rich data overlay and geo-location will move PFM into a day-to-day personal financial performance capability that you use everyday to give you context and awareness

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Featured Guests

Guest Image

Shawn Ward

Shawn Ward- Geezeo- CEO & Co-Founder Shawn is Geezeo's CEO and leads the organization's third party partnerships and investor relationships. Along with his co-founder, Pete Glyman, he directs the organization's strategic initiatives.

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Guest Image

Bret Skousen

Bret Skousen-Moneydesktop - Executive Vice President, Marketing & PR Bret's 20+ years of executive leadership at companies like Black & Decker (B&D), and most recently Mountain America Credit Union (MACU), have resulted in a business acumen that is both broad and deep.

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Guest Image

Matt West

Matt WestMoneydesktop - Vice President, Financial Institution Sales Matt has been with MoneyDesktop since before it brought on its first financial institution.

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