



CONTENT DEVELOPMENT SPECIALISTS
FOR CORPORATE BANK MARKETING



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Credentials & Qualifications

About Us

FPS develops, manages and distributes custom business content on behalf of banks and other financial services marketers.

Business Lines We Serve

Treasury and Cash Management

Commercial Card Services

Merchant Services

(including emerging payment channels)

Pension Fund Management

Financing

Investments

Capital Markets/M&A Advisory

Public Sector/Government Banking

International Trade and Foreign Exchange

Wealth Management/Private Banking

Correspondent Banking

Small Business Banking

Venture Capital and Investments

Equipment Leasing

Retirement and Benefits Planning

Services

Content Development

- Articles and blogs
- White papers, special reports, and case studies
- Conference presentations
- Client networking event support
- Trade publication content (advertorials, bylined articles)
- Marketing emails
- Banking awards entries
- Editing of staff-generated content

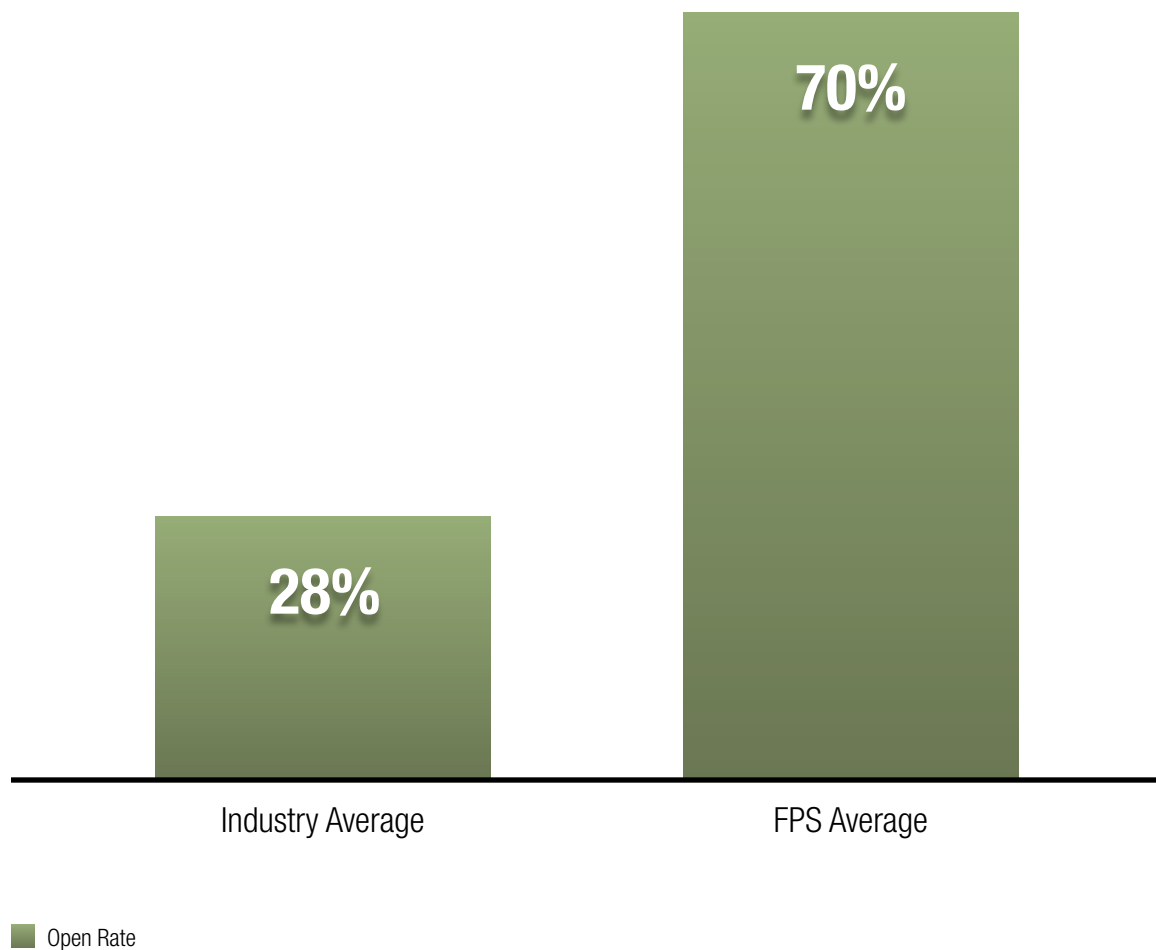
Production and Distribution

- Professional design
- E-mail broadcasting or printing and mail distribution
- Real-time tracking and reporting
- Strategic media placement services
- Content management services

Key Performance Indicators

Twice the Industry Average

Results from content developed by FPS:



Editorial Expertise

Amy, FPS Senior Writer

Amy has more than 30 years of experience in marketing communications and customized content development for the financial services industry. Prior to becoming a writer, she worked in banking and for the international accounting firm of Ernst & Young. Her career experience includes strategic marketing communications and management, public relations, investor relations, and employee communications. Amy holds an MBA in marketing from Xavier University with a minor in finance and a BA in consumer studies from Indiana University.

Editorial Expertise

Richard, FPS Senior Writer

Over the course of a 34-year award-winning career in business journalism, Richard's work has primarily been in the financial services industry. He has written on a wide spectrum of topics, including banking services, treasury management, accounting services, technology and investment management. He writes both on a bylined basis as a journalist, and as a ghost-writer or anonymous author of white papers and other writing formats for financial services industry clients.

Editorial Expertise

John, FPS Senior Writer

John has been a financial writer for more than 20 years, covering financial industry infrastructure, technology, regulatory and business news issues. He has written extensively on the futures and options markets and has covered news pertaining to broker-dealers, fund managers, capital markets, investment sales, syndicated loans, derivatives and securitizations.

While an executive editor at a leading industry publishing company, John was responsible for four weekly banking newsletters: *Financial Modernization Report*, *Mortgage Marketplace*, *Bank Investment Services Report*, and *Bank Advertising News*. He also writes frequently about cash management and liquidity issues and related automated systems.

John has covered capital markets for nearly 20 years and occasionally covers IRS issues related to tax planning for the capital markets. For example, he wrote several stories about recent IRS changes to cost basis accounting and how those changes would impact trading.

Editorial Expertise

Karen, FPS Senior Writer

Karen is an experienced business and financial writer. Her stories have appeared in Bankrate.com, *Business Finance*, *CFO*, *Global Finance*, and other publications. She's also written blog posts, white papers and case studies for a number of corporate clients. She earned an MBA at the University of Washington and a BS in Business Administration from Valparaiso University.

Editorial Expertise

Allan, FPS Senior Writer

Allan is a financial writer with more than 20 years of wide-ranging experience. His specialty areas include: retirement plan communications, wealth management, individual investing, institutional investing, personal finance, banking and insurance. Allan has written about banking issues and has produced newsletter and magazine articles, flyers, brochures and other collateral materials for corporate treasury clients as well as retail banking clients.

Allan has broad experience writing for both retirement plan participants and plan sponsors. He has in-depth experience writing about wealth management for both high-net-worth individuals and their financial advisors. He has written about institutional investing for pension funds, endowments and foundations, producing content in the form of magazines, newsletters, special reports and white papers.

Allan has co-authored two consumer education books on financial planning/money management. In addition, he has written on numerous insurance-related topics for internal and external audiences, including agents and staff of insurance companies, as well as their customers and prospects.

Principals

Ventsi Viditz-Ward, President and Director of Operations

As Operations Director Ventsi provides a number of specialized services to our clients, including the work flow management of all FPS-produced publications, performance reporting and analysis, as well as ongoing consulting and strategic planning to ensure clients continue to achieve maximum results from their marketing communications initiatives.

Ventsi also has managed our Information Technology and Design and Marketing Services team, keeping FPS' many client services functioning in an efficient and streamlined manner.

Ventsi earned Finance and Economics degrees from the College of Commerce at DePaul University.

Principals

Ed Salzmann, FPS Editorial Director

Ed is the Chief Editorial Officer responsible for all content development at FPS. He works with clients on identifying topics, writes and edits copy, and supervises the work of all FPS writers.

Ed began his career as managing editor of *Bank Administration* magazine and managing editor of *CASHFLOW* magazine, one of the first publications written for corporate cash and treasury managers. He has also been a reporter for both the Associated Press and United Press International wire services and has edited financial management industry handbooks including *The Handbook of Cash Flow and Treasury Management* and *Cash Flow, Credit and Collections*.

Ed is a graduate of the Marquette University College of Journalism.

Principals

Paradigm Productions, Inc.

Paradigm Productions, Inc. was launched in 1995 as an interactive marketing specialist in B2B digital strategies, producing marketing communications solutions for a digitally driven marketplace.

As an FPS partner, Paradigm Productions provides best-in-class professional design services for our clients' newsletters, white papers, case studies and other collateral materials.

Clients/Samples

Clients

Over the past 25 years, FPS has worked with many world-class banks, including:



Work Samples

Samples of our work are available upon request.

Please contact Ventsi Petrova at 847.501.4120 ext. 1.

or e-mail ventsi@fpssc.com



Testimonials

“FPS editors do an excellent job of staying abreast of industry trends and knowing what is on the minds of our clients — and consistently provide content that is well written and timely.”

“I especially value what FPS and their editorial staff does in terms of competitive and industry-specific content.”

“Our content marketing program, featuring a quarterly communication by FPS, resulted in a 70:1 return on investment.”

“FPS has the best writers in the industry. They also have a unique knack for making everything ‘very digestible’”

“I’m picky, but with FPS I really don’t need to make many edits ... they get it right the first time.”

“Our monthly communications are a great way to keep in touch with clients. The campaign is a great tool in our client retention efforts.”

“FPS’ ability to nurture relationships has made them one service provider I would like to continue to work with for years to come.”

“Our tracking reports confirm that our best targets are reading our [FPS developed] pieces.”

“More than 80% of (relationship managers) rate the online campaign as providing significant added value to their sales efforts.”

Contact Us

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