

# Ivar Raav

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## Profile

Seasoned area manager from the banking sector seeks position in an international environment related to marketing, sales, or customer relations.

## Professional Summary

- Extensively experienced, goal-oriented, and visionary
- Skilled in building long-term relationships with different interest groups
- Motivated and ambitious with excellent presentation and human resource development skills
- Experienced in combining practical knowledge of sales, marketing, public relations, and banking products
- Highly valued leadership and management skills

## Key Competences

- Initiative
- Dedicated and enthusiastic
- Rational in conflict management
- Experienced and highly valued public speaker
- Expertise in matching products and customer expectations

## Significant Accomplishments

- Received 96% approval rating on the Swedbank employee survey from team members; the survey results showed an approval rating that increased 140% from the previous manager
- To raise effectiveness of sales, service, and marketing of investment products reshaped the frontline of Swedbank in the investment products area which affected around 500,000 customers
- Devised and developed the idea for the Investment Helpline at Swedbank to assist around 100,000 customers
- Selected to be one of thirty (out of 2500 employees) of the Swedbank Innovation Workshop members to create new business possibilities which resulted with 30 new ideas that were discussed on the board level
- Received the title of the *Best In-house Customer Service Provider* of Hansabank in 2007

## Professional History

*Project Manager, Private Customers Banking and Investment Products Department, Swedbank, 09/2011 - present*

- Work out Customer Offering channels and Offering Criteria for the investment funds, retirement plans, and life insurance products to ensure sales through sales the funnel

*Area Manager, Private Customers Banking and Investment Products Department, Swedbank, 03/2010 – 09/2011*

*(reason of leaving: moving to US with my boyfriend)*

- Coordinate the sales, marketing, and customer experience in the investment area
- Recruit and manage the area specialists team of two investment area sales support specialists and two investment area competence managers which resulted in high employee survey results
- Ensure a high net promoter score (NPS) from customers which resulted in a 30% increase in NPS
- Set goals for the investment products and ensure them reaching through the branch network which resulted in over 50% of market share in retirement plans and over 60% of market share in life insurance products
- Developed and implemented the Customer Offering Model (matching products and customer needs of more than 200,000 customers) which increased market share of new saving product customers by more than 50%
- Acted as the main contact person in cooperation with third parties, both governmental and non-governmental organizations to raise the awareness of saving and investment products

*Service Manager, Private Customers Banking and Investment Products Department, Swedbank, 07/2009 – 02/2010*

*(reason of leaving: got an offer for the next position in the same department)*

- Managed frontline development and employee productivity in the investment products area
- Coordinated the reshaping of the departmental frontline of Swedbank
- Assessed the need of the competence development and organizing/leading trainings in various methods

*(continued)*

*Area Manager, Investment Offering Department, Swedbank Baltic Banking Division, 01/2009 – 07/2009*

*(reason of leaving: got an offer for the next position in the bank)*

- Managed investment and pension funds products across the Baltic states
- Coordinated communication between the Pan Baltic organization and local bank
- Prepared a plan for the harmonization of products and pricing across the Baltic states

*Sales Manager, Investment Products Department, Hansabank Investment Management Division 05/2008 – 01/2009*

*(reason of leaving: got an offer for the next position in the bank)*

- Set and protected the sales targets of investment and life insurance products and retirement plans within Swedbank
- Analyzed the market situation in Estonia

*Sales Support Specialist, Investment Products Department, Hansabank Investment Management Division, 04/2006 – 04/2008*

*(reason of leaving: got an offer for the next position in the same department)*

- Provided everyday support and trainings for the frontline employees dealing with products and services in investment, life insurance, and pension areas
- Coordinated the MiFID (Markets in Financial Instruments Directive, 2004/39/EC) implementation
- Managed and dealt with customer complaints

*Private Customer Advisor, Telemarketing, Hansabank, Contact Center, 10/2005 – 03/2006 and 06/2004 – 12/2004*

*(reason of leaving: applied successfully to the next level position)*

- Sold products of the bank via phone (cold calls) including financing, saving, investment, pension, life insurance, everyday banking, etc.

### **Additional Experience and Skills**

- Strategic Consultant for Baltic Pride 2011
- Guest Lecturers' Coordinator, Noored Kooli, A Partner of Teach For America, 2008-2009
- Studied piano for six years
- Fluent in Estonian and English. Low level of Russian and French
- Strong skills in MS Outlook, Word, Excel, and Power Point with the ability to learn additional programs as needed

### **Education**

- Bachelor of Science, Major: Mathematics, Tallinn University, Tallinn, Estonia, 2006

### **Additional Training**

- Training for spokespersons, Swedbank, Tallinn, Estonia, October 2010
- Training of personality types, AT Treeningud, Tallinn, Estonia, December 2007
- Management and Leadership training, SELF II, Tallinn, Estonia, January 2010 – May 2010
- Behavioral Finance Workshop, Prof. Meir Statman (Santa Clara University, USA), Tallinn, Estonia, February 2008
- Investment Management Institute, multiple international lecturers, Helsinki School of Economics, Tallinn, Estonia, August 2007 – May 2008

*References available on LinkedIn or upon request*