

Fred E. Cadena
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Professional Summary

Innovative, strategic thinker who strives to understand client needs and provide exceptional results. Adept at managing multiple projects simultaneously while engaging stakeholders and maintaining a sense of humor.

Experience

Vice-President, Margin – 3/2004 – Present – optionsXpress, Inc. – *Chicago, IL*

Manage department that establishes and monitors retail stock, option, and futures margin requirements and communicates with retail and institutional customers concerning the impact of these requirements on their accounts. Department also responsible for monitoring credit risk exposure at the account and firm level.

- Developed the application and internal processes to allow optionsXpress to be the first CBOE regulated firm to offer portfolio margin
- Successfully coordinated multiple back-office conversions including securities clearing conversion to self clearing form GSEC and two futures back office conversions.

Owner of company's Salesforce.com deployment and overall CRM strategy

- Salesforce implementation improved customer service levels by 25% in first 12 months
- Developed marketing automation strategy that increased year over year new account run rate by 5,000 net accounts and increased account funding rate by 23%

Responsible for continuous improvement of brokerage operations processes and managing projects related to operations and integration

- Developed and implemented automation strategies in clearing operations that save over 48,000 man-hours annually.
- Developed framework to allow combined (securities and futures) trading in single customer accounts
- Developed and implemented plan for escheatment reporting compliance in 12 months

Investment Representative - 1/2002 – 3/2004 – Edward Jones - *El Paso, Texas*

Provide full array of financial planning tools to my clients, and the products to facilitate the plans we create. Manage successful office and continuously exceed company performance expectations.

Instructor - 1/2003 – 3/2004 – UTEP Professional and Continuing Education - *El Paso, Texas*

Develop and teach single and multi-day classes that are interesting and informative to adult students. Classes focused on financial planning, investing, and related topics.

Manager/Bank Officer - 11/2000 – 11/2001- Providian Financial - *El Paso, Texas*

Manage group of customer service representatives while developing and implementing 'value added product' sales strategies. Ensure management team contributes to achieving site performance and budgetary goals.

- Lead highest performing department in company as a function of conversion percentage (2Q & 3Q)

Service Manager - 8/1999 – 11/2000 - Excell Agent Services; *Las Cruces, New Mexico*

Manage team of generally 30 Directory Assistance Operators in all facets of employment to include work performance, conduct, and attendance. Ensure team and center contribute to achieving company performance and budgetary goals.

- Managed Service Assistance group beginning in October 1999 and raised service levels 250% by April of 2000 (as measured by average call handle time).
- Drafted, socialized, and implemented action plan for Service Manager team that increased customer care measures site wide from 90% in November 1999 to 99% in December 1999.

Education

BS Business Administration – Eastern Oregon University

- Major in Marketing and International Business; minor in Economics

IT Project Management Certificate – DePaul University

MS Predictive Analytics – Northwestern University (*Expected Graduation Summer 2015*)

Affiliations

Metropolitan Club of Chicago Business Alliance – 2008-Present – Committee Member; 2013/14 - Chair

Chicago Scholars – 2009-Present – Board Member

Spark Ventures – 2012-Present – Advisory Board Member