

# KASASA®

## Who is KASASA?

Kasasa® is the innovative leader in reward accounts, the only loans with take-backs, marketing and consulting to drive profit and growth for credit unions. With unprecedented access to training, compliance, research, support resources and customized consulting, Kasasa is making over 800 community financial institutions the topic of conversation for happy consumers nationwide.

## Speaker & Presentation Topic List

### **Speaker: Gabe Krajicek (CEO)**

Topics:

- 1) The Key to Maintaining Consumer Relationships
- 2) Rising Rates: How Will Your Credit Union Respond? Innovative Approaches to Compete in the Rising Rate Environment

### **Speaker: Keith Brannan (CMO)**

Topics:

- 1) How to Win over Millennials: Are All Your Bases Covered
- 2) Automate Your Marketing ROI
- 3) Making the Switch: How to Attract Members to Your Credit Union
- 4) How (and Where) to Have Relevant Conversations with the Right Consumers for You

### **Speaker: John Waupsh**

Topics:

- 1) Bankruptcy
- 2) Innovations in Lending: Don't Get Left Behind
- 3) Things Nobody Will Tell You – Making Products That People Demand
- 4) Of Ants & Digital Giants – Today's Fintech Update

### **Speaker: Pradeep Ittycheria (CTO)**

Topics:

- 1) Big Data: using AI to Gain Meaningful Results for your Credit Union
- 2) How Does Current Technology influence Gen Z

### **Speaker: Chris Warwick (VP Consumer Marketing)**

Topics:

- 1) Using Big Data and Attracting Millennials
- 2) Top Strategies for Winning Over Future Generations