



**B. Lee Thrasher, CWS®**  
**Senior Vice President**  
**Instructor and Managing Consultant**



### **About Lee**

Lee has over 35 years of sales, business development and management consulting experience serving clients in the banking and financial services industries. His enthusiasm, energetic personality, sense of humor, and industry knowledge are obvious upon your first meeting.

Lee is a respected sales leader highly skilled at coaching relationship management and consultative sales practices that combine active listening, interpretive skills, business acumen, and industry subject matter expertise. As a management consultant and trusted advisor Lee has the ability to quickly assess client requirements, drive internal

collaborative strategy development, and clearly articulate strategy and tactical plans to cross-functional business units.

Lee was the Co-founder and Executive Director of the Global Concepts-McKinsey & Co. Image Technology Forum now in its' 20th year of service. Recognized as the longest running syndicated research and educational forum in the banking industry, the Image Technology Forum examined case studies presented by bankers with the specific focus of implementing image-technology based applications to drive business process re-engineering, operating expense reductions, and revenue generation.

### **Professional Competencies**

- Sales Leadership
- Consultative Sales Practices
- Relationship Selling Skills
- Sales Strategy
- Complex Deal Negotiation

### **Industry Expertise**

- Treasury Management
- Retail Banking and Branch Operations
- Retail/Wholesale Lockbox
- Payments (Check-ACH-Wire)
- Business Process & Technology Optimization
- Core Banking Applications
- Retail-Commercial-Mortgage Lending

### **Education**

- B.A. in Sociology, Mercer University