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# MATTHEW FETCHKO

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## SUMMARY

- Dynamic digital marketing leader with over 15 years of experience developing and executing high impact digital strategies primarily within the financial services sector working for market leading companies, including J.P. Morgan and Citibank
- Influential thought leader with keen understanding of emerging digital trends and industry dynamics having led several large-scale development projects, including a complete digital platform redesign integrating 20 different sites into a single entry point
- Trusted business partner skilled at working with both technical and non-technical stakeholders across all levels of an organization, from developers to Chief Marketing Officers
- Creative problem solver recognized for the ability to bring fresh perspectives and innovative solutions to complex, multi-dimensional business problems having successfully integrated digital platforms and teams for three companies
- Effective leader, mentor and manager having built and led teams of up to 15 architects, designers and web developers

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## EXPERIENCE

### **J.P. MORGAN**, New York, NY, 2011 – Present

#### Vice President, Digital Experience

- Oversee the development and execution of digital marketing strategies having supported both the U.S. Institutional Asset Management and Retirement lines of business (LOB) – first-ever dedicated digital resource for the Institutional LOB
- Consult with LOB Chief Marketing Officers providing strategic insights into competitive and digital industry trends building and driving high impact web, mobile and iPad apps and online advertising campaigns
- Initiated and drove \$6MM design of a new website for the institutional business launched in January 2014 creating a distinct digital presence for the U.S., Europe and UK markets
  - Built sponsorship across key stakeholders, including marketing and sales leadership, throughout all project phases
  - Influenced decision to launch similar web platforms across the company, including Corporate, Asset Management and Retirement – set to launch in 2015
- Partnered with outside research agency to develop a comprehensive digital roadmap for the global Retirement group identifying immediate and groundbreaking digital opportunities to reach a growing population of retirees
  - Recommended overhaul of website and leading edge tools in order to maintain competitive position – successfully influenced leadership to increase digital investment for 2014
- Spearheaded efforts to strengthen alignment and communication among team of 12 non-shared service digital resources working across four LOBs – lead monthly alignment and thought leadership meetings

### **ALLIANCE BERNSTEIN INVESTMENTS**, New York, NY, 2006 – 2011

#### Director, Client Communications Online, 2008 – 2011

- Led strategy for the global Retail LOB developing and implementing innovative digital projects to drive growth and enhance client relationships during time of significant economic downturn – executed more than 25 development projects
- Collaborated on the company's largest ever multi-year web redesign project overseeing workflow, content management and web design building a centralized content sharing platform for Corporate and the Institutional LOB
  - Implemented *Aprimo* content management tools streamlining processes for modifying or adding approved content – rolled out tools and processes to team of 12 content managers
  - Conducted an extensive needs assessment consulting with technology and analysts across eight product categories to effectively design a consistent and interactive user experience – oversaw team of writers to overhaul content
  - Developed a value-added product comparison tool enabling users to conduct in-depth analyses of up to three product subsets – tool continued to be used until late 2013

#### Vice President, Interactive Marketing, 2006 – 2008

- Spearheaded company's first-ever global digital strategy for the Retail LOB successfully leveraging content and strategies across entire business – led a team of five web developers, content managers and social media specialists
- Reengineered and standardized content management processes across 18 distinct websites significantly increasing speed to market, enhancing content development tools and streamlining approval requirements
- Developed and launched a U.S. Retail intranet site delivering thousands of pieces of timely and relevant content to over 120 sales professionals while meeting all legal and compliance documentation requirements
- Built key global relationships gaining full sponsorship to implement an integrated digital strategy – established a more consistent user experience across 16 complex markets successfully overcoming significant resistance from leadership
- Built and led a more disciplined quarterly release process significantly improving cycle time and freshness of content

## **CITIGROUP ASSET MANAGEMENT/LEGG MASON U.S. RETAIL DISTRIBUTION, New York, NY, 2003 – 2006**

### **Vice President, Interactive Marketing**

- Led efforts to centralize all web properties and build a unified digital strategy for the U.S. Retail LOB – oversaw team of six retail and institutional resources
- Drove the merging of 20 distinct websites into a single, cohesive site significantly improving the consistency and quality of the user experience – oversaw team of analysts and technology partners
  - Overhauled disclosure processes ensuring tight management and full compliance
- Redesigned company's global intranet improving community and increasing the confidence level of data for over 100 sales and marketing professionals throughout the world
- Developed and built SMAeducation.com, a value added online program delivered to financial advisors
- Successfully planned and led the integration of Citibank legacy and Legg Mason web properties, both intranet and internet, following acquisition in 2005 – established and implemented ongoing company standards and processes
  - Collaborated with product and corporate web teams developing a strategy for merging content of Citibank-specific products, including mutual funds and college planning programs
  - Effectively led merged teams through difficult transition quickly building alignment and cohesiveness

## **CONSULTANT, New York, NY, 2001 – 2003**

- Planned and led several digital projects for an impressive list of clients, including ChannelAdvisor, Meter Gallery, The New York Stock Exchange, The Securities Industry Automation Corporation and Target10
  - Specialized in product development, information architecture, design and production management
- Analyzed viability of developing an online subscription revenue stream for the New York Stock Exchange offering bulk trade data to the public through a complex interface with a timed delay
- Oversaw production of 10 development and enhancement projects for Community Connect, a social networking platform offering relevant information, including jobs, culture and entertainment, for key demographic audiences

## **ARC: ECONSULTANCY, New York, NY, 1999 – 2001**

### **Director, Information Architecture Consulting Group**

- Oversaw strategy development, senior client management, resource allocation and thought leadership for the Information Architecture Group, a team of 15 delivering leading edge digital media business modeling and design planning services
- Grew practice by 20% serving an impressive portfolio of clients, including ADP, Brinson Advisors, Citibank, KPMG, The Walt Disney Company, JPMorgan Chase, Sotheby's and Weight Watchers
- Developed a comprehensive strategic digital plan for Citibank for proposed small business online model creating access to processes and services
- Led the information architecture re-design of a online version of Disney's *Family Fun* magazine

## **NEW YORK UNIVERSITY, Adjunct Professor of Communications, New York, NY, 2000 – 2002**

## **EXTRAACTIVE, INC., Creative Director, New York, NY, 1996 – 1999**

## **EDUCATION**

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### **NEW YORK UNIVERSITY – New York, NY**

- Masters in Interactive Telecommunications

### **THE GEORGE WASHINGTON UNIVERSITY – Washington D.C.**

- Bachelor of Arts in Fine Arts and Visual Communication

## **ACTIVITIES/INTERESTS**

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- American Institute of Graphic Arts (AIGA), Member, 1995 – present
- Association for Information Systems & Technology (ASIS&T), Member, 2003 – present
- ASIS&T Annual Conference, Co-Facilitator of the IA Slam, an intensive digital problem solving workshop attended by up to 50 each year, 2004 – Present
- Interests include travel, pulp fiction and painting