

Christine Galati Luning

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www.linkedin.com/in/christine-galati-luning

Professional Summary

- Award-winning, seasoned **Marketing** professional with more than 20 years of experience in **content development, product marketing, organizational leadership** and **staff/vendor management**
- Excellent communication and presentation skills with the ability to interact effectively with clients, staff/teams and senior management, including C-suite executives
- Proven project management skills with the ability to manage competing priorities under tight deadlines
- Highly organized self-starter; strong attention to detail; meets/exceeds strategic business objectives

Experience

Pershing LLC, a BNY Mellon company / December 2004 to December 2019

Vice President and Principal, Business Planning and Analysis (Strategy/Innovation/Marketing)

January 2017 to December 2019

- Led innovation efforts for Pershing, partnering closely with the technology and business teams to fund projects during the proof-of-concept stage
- Managed strategic client experience projects, including a client ecosystem mapping project and client service experience design pilot, with the goal of addressing business needs and/or client pain points
- Acted as liaison to the Mack Institute for Innovation Management at the Wharton School of the University of Pennsylvania; guided MBA students during Pershing-specific innovation/business challenges
- Managed a \$16M internal technology budget, which funded mandatory projects that enabled clients to adopt Pershing's solutions; came in \$4M under budget in 2019 due to vigilant review of each project request, allowing unused funds to be redirected to other technology programs

Vice President and Senior Manager, Marketing (Albridge)

January 2016 to January 2017

- Led product marketing strategy for Albridge, an affiliate of Pershing, working closely with the COO, senior management team and fintech partners
- Managed messaging and positioning efforts for Albridge and promoted its solutions through email campaigns, public relations, advertising and social media efforts
- Led event strategy, supporting an extensive calendar of Albridge-hosted, industry and client events
- Drove digital strategy for Albridge, including leading the successful relaunch of an award-winning website
- Managed a \$630K marketing budget for the Albridge business

Vice President and Marketing Manager (Managed Investments and Lockwood)

March 2009 to January 2016

- Led marketing efforts for the Lockwood and Managed Investments business lines, collaborating with senior leaders to effectively promote these businesses in the marketplace
- Managed event content strategy, including the development of the inaugural Managed Investments Forum
- Promoted Lockwood and Managed Investments through public relations, advertising and social media
- Helped drive assets to the Managed Investments platform and Lockwood proprietary solutions through promotional campaigns
- Developed thought leadership and practice management content for the Managed Investments and Lockwood teams for use with advisor clients and prospects
- Drove online strategy for Managed Investments and Lockwood, including development of a microsite

Vice President and Senior Writer (Lockwood)

December 2004 to March 2009

- Researched, developed and wrote a variety of written materials for both internal and external clients, including educational articles, client letters, brochures, ads, surveys and presentations
- Provided business development consulting support to advisors and institutional clients
- Secured appropriate legal/compliance approvals on all written materials

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SEI Investments / September 1999 to December 2004

Marketing Communications Manager (Private Banking & Trust)

April 2003 to December 2004

- Developed content for both technology and asset management clients and prospects by working collaboratively with business partners
- Wrote marketing collateral, including brochures, product sheets, newsletters and case studies
- Created and managed content for client websites
- Served as market unit contact person for all public relations efforts
- Developed content as needed for RFPs and client presentations

Editorial Content Manager (Treasury and Retirement Services)

September 1999 to April 2003

- Led content strategy for all web properties for Treasury and Retirement Services
- Set business requirements, developed wireframes and managed major site releases across web, product and marketing teams
- Developed and posted content to several client-facing websites, including sites for SEI offices in the United States, United Kingdom and South Africa
- Maintained editorial calendar for all websites, as well as hired and maintained relationships with freelance writers and external vendors
- Wrote and/or edited marketing collateral, white papers and newsletters

The Vanguard Group / October 1997 to September 1999

Copy Editor (Institutional Communications)

- Edited print and digital copy under tight deadlines for client newsletters, brochures, ads, workbooks, online articles and presentations
- Evaluated copy for flow, organization, Vanguard style and accuracy
- Proofread typeset materials for grammatical, factual, typographical, compositional and spelling errors
- Supervised proofreaders and temporary employees during the review process of fund performance materials

Recognition

- Silver Award, Financial Communications Society, BNY Mellon's Albridge Website Relaunch (2017)
- Leadership Award (2009, 2011) in support of Pershing's annual INSITE conference
- National Customers Recognition Award (2010) in support of Pershing's annual INSITE conference

Volunteer Work/Committee Membership

- Pro bono consultant, BNY Mellon Global Philanthropy Program (2019)
- Volunteer judge, InvestWrite, SIFMA Foundation (2018-2019)
- Chair, Pershing Innovation Advocates Committee (2017-2019)
- Co-chair, Pershing INSITE Conference Messaging Committee (2016-2017)
- Member, Pershing Employee Engagement Task Force (2015-2018)
- Founding member, BNY Mellon VetNet Resource Group, Delaware Valley (2014-2019)
- Founding member, BNY Mellon Environmental Sustainability Ambassadors, Mid-Atlantic (2013-2017)

Education

Temple University, Philadelphia, Pennsylvania
Master of Journalism

St. Joseph's University, Philadelphia, Pennsylvania
Bachelor of Arts, History

Temple University, London, England
British Mass Media Seminar

University of London, London, England
Study Abroad Program