

WILLIAM (BILLY) C.A. PIEPER II



Executive Profile

Executive with over 15 years of experience; grounded in the commitment to personal faith and principles. Possesses a unique blend of natural and learned leadership skills. A student of motivation and influence with an ability to inspire and manage a group of people toward a shared aspiration. An individual who leads by example and does what he says he will do. A leader with a strong technical background in financial services, specifically investments and financial products. Effective in the areas of people development, strategic planning, and community relations. A high capacity performer with proven skills to drive sales, client retention, and profitability for large and small organizations.

Key Career Achievements

- As the Vice President of Airline Co-Brands for Barclays, successfully converted the Hawaiian Airlines Credit Card Portfolio from Bank of America.
- As the Vice President of Business Development for Makai Ocean Engineering, designed and implemented a comprehensive marketing, community and government relations plan which increased overall awareness of Makai and provided a disciplined, proactive process to keep its value proposition top of mind with clients, potential clients, and centers of influence.
- As manager of the Institutional Services Department at Bank of Hawaii (BOH), designed, implemented and managed a comprehensive client relationship management system to improve client retention and expand wallet share in the current client base. This system also incorporated internal and external centers of influence which included key influencers and/or decision makers within and outside of BOH. The system outlined and monitored “touches” and forced a deliberate, proactive approach when it came to client connectivity. Created a “Be Intentional” culture which acknowledges the fact that success is simply little things done well, consistently over time. As a result, trained officers to be intentional about doing the things that others simply weren’t willing to do.
- As manager of the Institutional Services Department at BOH, designed, implemented and managed a comprehensive business development plan to achieve an all-time high sales goal of \$2.2M (up from \$1.1M a year ago). Using bi-weekly sales meetings, one-on-one meetings, and joint sales calls with officers to not only increase sales productivity but to inspire personal growth.
- As manager of the Retirement Plan Services Department at BOH, reshaped the sales, client relationship management and administrative culture of the group. More than tripled the sales production in the first year of taking over the business. Achieved positive pre-tax net income for the group in just the second year of taking over the business; something that has not been done in over ten years. Led the group through a successful re-visit from audit, achieving a sufficient progress rating after two consecutive unsatisfactory ratings. Positioned the Retirement Plan Services Department for record

profitability levels while re-engineering the compliance infrastructure and improving morale.

- In 2013 selected as a member of the FBI Citizen's Academy
- In 2011 chosen to be one of the key note speakers for Bank of Hawaii's Annual Leadership Conference
- In 2009, named the Pacific Business News' Community Leader of the Year during the Forty Under 40 Awards
- In 2008, was named a Pacific Century Fellow and participated in the year long leadership training course
- In 2008, was named as one of the top Financial Planners in the nation in the 2008 Edition of "Guide to America's Top Financial Planners
- At Beneficial Financial Group, led all other Financial Professionals in sales and client retention. As a result was named the Agent of the Year in 2004.

Professional Background

Barclaycard US, Barclay's Bank (August 2013- Present)

- **Vice President, Airline Co-Brands (August 2013 to Present)**

As the Vice President of Airline Co-Brands, responsible for the Hawaiian Airlines Bank of Hawaii Credit Card Program. Responsible for managing day to day operations, overseeing all marketing channels for the program (On-line, e-mail, direct mail, face to face, paid media, TV, print, radio, call center, social media, digital, in-flight and Bank of Hawaii bankers), managing partner relations, driving portfolio growth and retention, and managing the overall profit and loss metrics of the program. Responsible for delivering healthy ROE while managing risk exposure to the file. Works closely with the teams at Hawaiian Air and Bank of Hawaii as well as managing the internal colleagues at Barclays assigned to the partnership to drive new account acquisition, net retail sales, and balance growth.

Makai Ocean Engineering (April 2012 to August 2013)

- **Vice President, Business Development (April 2012 to August 2013)**

As the Vice President of Business Development for Makai Ocean Engineering, responsible for driving revenue for the company's three main business lines: Ocean Renewable Energy Technologies, Submarine Cable Software, and General Research and Development. Responsible for increasing local, national, and international awareness of Makai's capabilities. Responsible for implementing a proactive and robust community and government relations program.

Success in this position achieved through the design and successful implementation of a comprehensive community and government relations plan which increased overall awareness of Makai and provided a disciplined, proactive process to keep our value proposition top of mind with clients, potential clients, and centers of influence. Played critical role in increasing revenue through the effective leveraging of existing relationships to capture research and development funds. Also led a major website make-over initiative to sharpen the look of the website and improve the search engine optimization mechanics of the site.

Bank of Hawaii (April 2008 to April 2012)

- **Vice President and Manager, Institutional Services (March 2011 to April 2012)**
- **Vice President and Manager, Retirement Plan Services (January 2009 to March 2011)**
- **Vice President and Business Development Officer, Private Client Services (April 2008 to January 2009)**

As Vice President and Manager for Institutional Services (IS), responsible for driving sales and retaining clients for the three business units in IS: Retirement Plan Services, Institutional Services, and Charitable Foundations. Responsible for creating and managing to budgets for the group. Also serve as member of the Trust Executive Committee and Fee Committee for the Investment Services Group.

Success in this position achieved through strong leadership, clear communication of expectations, and by removing barriers for the team members so they can be more productive. Utilized effective communication and leadership skills to continuously motivate officers; leveraged each officer's strength by matching their skill sets with the needs of the client/situation. Navigated the occasionally bureaucratic landscape of a large organization to remove barriers for the officers to get things done while being a good team player. Led by example by actively being involved in the sales and client retention process on the front lines. Notable clientele include:

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|------------------------|----------------------------|
| ➤ Hawaiian Airlines | ➤ Board of Water Supply |
| ➤ University of Hawaii | ➤ ABC Stores |
| ➤ Castle Foundation | ➤ Cooke Foundation |
| ➤ Hawaii Teamsters | ➤ YMCA |
| ➤ Aloha Petroleum | ➤ Alaka`i Mechanical, Inc. |

As Vice President and Manager for Retirement Plan Services (RPS), responsible for sales, client retention, administration and compliance for the unit. Provides strategic leadership and management direction for RPS while assuring proper training, counseling, and motivation for the team.

Success in this position achieved through winning the hearts and minds of this embattled group. After years of staff reductions, audit issues, and losing money, this group needed something to inspire them. The management team focused on profitability and creating a stronger compliance infrastructure by re-engineering the culture to one of "TEAM." Emphasis was placed on focusing on the things within the group's control and much more focus was put on activity rather than results. Remarkably, this strategy proved successful as the group emerged from unprofitability and achieved its first year of positive income in over 10 years.

University of Hawaii at Manoa (September 2008 to present)

- **Finance Instructor/Lecturer – FIN 490E Employee Benefits and Retirement Planning**

As Finance Instructor, adopt, customize and deliver appropriate curriculum for the Shidler School of Business Employee Benefits and Retirement Planning course. Classes are held one evening per week. The class size ranges from 20-40 students per semester and most are Finance or Accounting majors.

Kamehameha Schools, Kapalama Campus (October 2013 to January 2015)

- **Head Varsity Baseball Coach**

Oversee the entire baseball program for the school which includes three teams (intermediate, junior varsity and varsity), 16 coaches, and over 60 players.

Kamehameha Schools, Kapalama Campus (January 2002 to May 2010)

- **Assistant Varsity Baseball Coach**

Responsible for the infielders and hitters. Won one state championship out of three runner-up finishes. Worked with the boys to not only develop good baseball players, but good men.

Asset Enhancement Group (January 2006 to April 2008)

- **President and Owner**

As President of Asset Enhancement Group (AEG), focused on working with individuals and business to help them make smart, deliberate decisions about their financial future. Used tools such as insurance, mutual funds, stocks, bonds, limited partnerships, and real estate investment trusts to accumulate and protect their wealth.

Beneficial Financial Group (October 2001 to April 2008)

- **Manager/Branch Office Supervisor (January 2005 to April 2008)**
- **Associate Manager (March 2003 to January 2005)**
- **Financial Planner (October 2001 to March 2003)**

At Beneficial Financial Group, progressed quickly to management by being a top performer as a financial planner. As manager and branch office supervisor, oversaw a group of 12 financial planners while providing strategic leadership, accountability, and compliance oversight. Worked with planners to develop business plans and held weekly meetings (group and one on one setting) to help them make progress to and through their goals.

Kansas City Royals Baseball Organization (January 2000 to October 2002)

- **Spokane Indians, Northwest League Affiliate**

Initially drafted out of high school by the Yankees, invited to Instructional League in Florida as a non-drafted, free agent out of UCLA by the Royals. Played one season in Florida and one season in Spokane, WA. Was named team captain in Spokane.

Current Boards and Committees

- Ke Ali'i Pauahi Foundation
 - Director (January 2012 to Present)
- The Bishop Museum

- Trustee (September 2011 to Present)
- Audit and Finance committee member (September 2011 to Present)
- Vice Chair of Fundraising Committee (2011 to Present)
- Positive Coaching Alliance
 - Board member (October 2011 to Present)
 - Workshop Trainer (October 2011 to Present)
- ‘Aha Punana Leo
 - Advisory Board Member (March 2011 to Present)
- Fellowship of Christian Athletes
 - Board Member (January 2009 to Present)
- The American Heart Association
 - Black Tie Blue Jeans Fundraiser Board (2009 to 2013)
 - Black Tie Blue Jeans Fundraiser Chair (November 2009 to July 2010)
- Marimed Foundation
 - Trustee (2009 to present)
 - Finance Committee Chair (2008-2011)

Past Community Boards and Committees

- ‘Aha Punana Leo Annual Fundraiser Vice Chair (2013)
- Historic Hawaii Foundation Annual Fundraiser Vice Chair (2012)
- Alu Like Enterprises
 - Chairman of the board (January 2009 to 2012)
- Hawaii Community Development Authority
 - Member-at-Large (January 2010 to June 2011)
- Kamehameha Schools Kapalama Campus
 - Dress Code Advisory Committee (2012-2013)
 - Headmaster Search Committee (2011)
 - DeWitt Wallace Scholarship Selection Committee Member (2010)
- The Hawaii Theatre
 - Chinatown Chase Fundraiser Chair (June 2010 to January 2011)
- Kamehameha Schools Alumni Association
 - President, Oahu Region (July 2009 to June 2011)
 - 2nd Vice President, Board of Governors (July 2009 to June 2011)
 - Vice President, Oahu Region (July 2008 to June 2009)
 - Board of Directors, Oahu Region (July 2006 to June 2008)
- YMCA Windward Branch

- Board of Directors (2008-2010)

Education and Training

- The American College, Bryn Mawr, PA
 - Certified Financial Planner Certification [REDACTED]
- University of Hawaii at Manoa, Honolulu, HI
 - Master in Business Administration with Honors [REDACTED]
 - Beta Gamma Sigma Honor Society-Business School Honor Society
- University of California at Los Angeles, Los Angeles, CA
 - Bachelor of Arts in Sociology [REDACTED]
 - Played Football and Baseball
- Kamehameha Schools, Honolulu, HI
 - High School Diploma with Honors [REDACTED]
 - Class President
 - Athlete of the Year

Licenses, Certification and Associations

- Certified Financial Planner (CFP)
- Chartered Financial Consultant (ChFC)
- Financial Services Specialist (FSS)
- Life Underwriter Training Council Fellow (LUTCF)
- Series 7, 66, 24 (inactive)
- Native Hawaiian Chamber of Commerce (June 2010 to 2012)
- Beta Gamma Sigma Honor Society (Lifetime Member)
- UCLA Varsity Club (Lifetime Member)
- Hawaii High School Athletic Association Hall of Honor (Lifetime Member)