Vernon E. Gerety, Ph.D.

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Summary

Small business owner with extensive experience in selling, developing and implementing knowledge-based information solutions. 25+ years of experience consulting and in the employ of Fortune 1000 companies on the use of data and statistical analyses to improve tactical and strategic decisions.

Professional Experience

VGAdvisors LLC, Exton, PA   *2005 to Present*

Managing Director

Consulting company specializing in the use of data and scores to automate and improve credit and collection decisions. Expertise on the use of internal customer data and external credit bureau data, specifically using scoring algorithms, to assist clients with improving operational processes, credit and collection decisions.

PredictiveMetrics, Inc (PMI), Tinton Falls, NJ   *1999 to 2004*

Senior Vice President, Business Development and Strategic Consultant

Responsible for business development of custom knowledge-based solutions for new and existing clients and for the design and management of new products and services. PMI builds statistical models for both credit and collection applications. Led the design and launch of several scoring products including credit scoring products with Experian BIS and Paynet. During 6 year tenure with PMI:

- Customer base has expanded 3 fold

- Sales revenue has doubled

Advanta Business Services, Voorhees, NJ   *1998 to 1999*

Senior Vice President, Risk Management

Responsible for the portfolio and risk strategy for the small business financial services organization. Including both small business credit cards and lease financing.

GE Capital Services, Vendor Financial Services (VFS), Danbury, CT   *1996 to 1998*

Vice President, Global Information Solutions

 Recruited to create the Global Information Solutions team that was responsible for strategic design and enhancement of VFS automated credit scoring decision capability. Increased automation was achieved by utilizing sophisticated credit scoring techniques combined with expert system technology. Led credit automating initiatives worldwide, including operations in the USA, UK, Sweden and France.

- Developed a credit rating system to assist with credit underwriting, credit line management and risk-based marketing. In combination with other process improvements, the cycle time for new applications was reduced by over 50%.

- Designed a credit rating system for GE Capital's Swedish operations that automated over 2/3 of previously manual credit decisions.

- Awarded the GE Capital Summit Award in 1998.

Dun & Bradstreet Information Services, Murray Hill, NJ   *1991 to 1996*

Assistant Vice President, Business Development, US Sales-MidAtlantic Region (1995 to 1996)

Developed and implemented statistical scoring models and worked with clients on strategies for various commercial credit applications, in leasing, banking, and telecommunication. During last 2 years, supported and managed major consulting engagements for national accounts within the Mid-Atlantic region. Responsibilities included researching customers' needs, designing tactical strategies, selling proposed solutions and managing successful implementation. Oversaw a team of 12 sales professionals.

CitiCorp, North America Consumer Services, Long Island City, NY   *1990 to 1991*

Manager, Risk Management

Conducted financial analysis of credit card revenue losses resulting from fraudulent usage. Responsible for development of methodology to improve the accuracy of financial forecasting models.

- Developed a time series database to analyze and forecast credit card fraud trends.
- Led the development of an Excel based system to track fraud losses that reduced turn around time and increased the accuracy of reporting and forecasting revenue losses and recoveries from fraud.

AT&T, Business Communication Services, Bedminster, NJ   *1987 to 1990*

Staff Manager, Marketing Analysis and Forecasting

Developed and maintained econometric time series and simulation models which forecast demand for business communication services. Provided market analyses to Product Managers that highlighted recent market trends. Conducted demand analyses to determine sizing and profitability of new business communication services.

Academic Experience

Adjunct Professor / Teaching Associate

Teach courses (Class Room & Online) in Economics, Statistics and Finance including; Principles of Economics (Micro & Macro), Business Statistics, and Corporate Finance at;

West Chester University, West Chester, PA   *2011 to Present*

Delaware Community College, Marple, PA   *2009, 2016 to Present*

Thomas Edison State University (*Online***),** Trenton, NJ   *2011 to 2015*

Immaculata University, Malvern, PA   *2011 to 2015*

Queens College - CUNY, Flushing, NY   *1990 to 1991*

Fairleigh Dickinson University, Madison, NJ   *1988 to 1990*

University Of Arizona, Tucson AZ   *1982 to 1987*

Education

University Of Arizona, Tucson, AZ

Ph.D., Economics, 1987

Specialization: Econometrics, Industrial Organization and Experimental Economics.

California State University, Fresno, CA

B.A., Economics, 1981

Publications

"Identifying Profitable Customers" *with Stephan Kudyba.* **<u>Contemporary Perspective in Data Mining, Volume 2</u>**. Edited by Kenneth D. Lawrence, NJIT and Ronald K Klimberg, St Joseph's Univ. Published 2015

"Investor Behavior and Economic Cycles: The Impact of Human Biases and Cognitive Limitations on Economic Booms and Busts" *with Beryl Chang.* <u>The Journal of the Academy of Behavioral Finance</u>. Volume 1, Issue 1, Winter 2011.

"Bad Debt Marketplace: The Emerging Secondary Market" White Paper 2009.

"Credit Scoring and Risk Management for Small Business Lending" Chapter 2: <u>Managing Data Mining Advise from Experts,</u> Stephan Kudyba, Editor, CyberTech Publishing, 2004.

"Beating the Odds with Portfolio Based Strategies" <u>Monitor</u>, October 2003.

"Portfolio Management and Monitoring: Effective Methods to Risk-Rate the Existing Lease" <u>Journal of Equipment Lease Financing</u>, Fall 2001.

"The Internet Channel: Heaven or Hell for Risk Managers?" <u>Monitor,</u> January 2000.

"Credit Scoring And Economic Cycles: The Case of Misplaced Concern," <u>Monitor</u>, August 1996.

"Understanding the Equipment Leasing Marketplace," <u>Journal of Equipment Leasing,</u> Spring 1995.

"Some Experimental Evidence on Differences between Student and Prisoner Reactions to Monetary Penalties and Risk," co-authored with Michael Block, <u>Journal of Legal Studies</u>, Vol. XXIV (1), January 1995.

Academic Publication Reviews

"Data Governance Model to Enhance Data Quality in Financial institution" author Soňa Karkošková, Department of Information Technologies, Faculty of Informatics and Statistics, University of Economics, Prague, Czech Republic. July 2020

Speaking Engagements

<u>Nat'l Assoc. of Credit Management (NACM) Credit Congress National Meeting 2015</u>

Presentation: "Developing an Internal Credit Scoring System: Best Practices"

<u>Nat'l Assoc. of Credit Management (NACM) Tire Manufacture Credit Group 2011</u>

Presentation: "Using Credit Scoring for Effective Portfolio Management"

<u>Nat'l Assoc. of Credit Management (NACM) Credit Congress & Expo 2010</u>

Presentation: "Those With The Best Risk Strategy Win"

Instructor for a CCE graduate class for the National Association of Credit Managers (NACM) – Certified Credit Executive Program, Dartmouth University, 2008 to 2009

<u>National Collection & Credit Risk Conference 2006</u> *"Maximizing Value of Credit Scoring Models"* with John Kotula, Commonwealth Financial Systems Inc.

<u>CRF's Best Practices in Commercial Credit & Portfolio Scoring Workshop</u>

<u>ELA Credit & Collection Management Conference & Exposition</u>

Presentation: Maximizing Value of Credit Scoring Models

<u>NACM Credit Congress & Exposition</u>

Presentation: Streamlining Operations with Statistical Scoring

ELA Annual Convention

Presentation: Achieving Consistency and Excellence in Managing and Forecasting Risk

ELA's Credit Scoring Workshop

Presentation: Credit Scoring & Decision Automation in the Leasing Industry

Nat'l Assoc. of Credit Management (NACM) Credit Congress & Expo

Presentation: Nuts and Bolts of Scoring

Equipment Leasing Association's Credit & Collections Conference
 Presentation: Credit Scoring and Automation in Small Ticket Leasing

Associations

American Economic Association

The Risk Management Association (RMA): Philadelphia Chapter

National Association of Credit Management (NACM)

Member of ELA Credit & Collections Conference Planning Committee 2003-2005