



AFP 2022
OCTOBER 23-26 | PHILADELPHIA



Achieving Career Success Through Effective Networking and a Strong Personal Brand

Mike Richards

CEO & Founder

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TREASURY
RECRUITMENT
CO

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Established in 2002, The Treasury Recruitment Company are the only truly Global Treasury Recruitment firm in the world.

They recruit at all levels within Corporate Treasury from Treasury Analyst to Treasury Director for multinational corporates, consultancies and a range of financial institutions.

Mike regularly speaks at treasury conferences such as the Windy City Summit in Chicago, the EuroFinance International Treasurers Conference, and AFP USA Treasurers Conference about;

- the power of personal branding
- how to attract, manage and retain treasury talent
- the latest trends happening within the global treasury recruitment market

www.TreasuryCareerCorner.com

THE TREASURY CAREER CORNER

The Treasury Career Corner Podcast

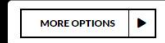
Learn about the careers of the world's leading Treasury professionals. Every week, Mike talks to guests about how they have built their careers, where they are now and where they see both themselves and the treasury profession going to next.

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EPISODE 208
BECOMING A GREAT LEADER WITHIN TREASURY
With Joel Campbell

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Mike is also a regular blogger and podcaster and runs the very popular Treasury podcast [TreasuryCareerCorner.com](https://www.treasurycareercorner.com)

On the weekly podcast show, he interviews treasury professionals from across the globe about their treasury careers.

Every week he talks to Treasury professionals about;

- how they have built their careers
- where they are now
- where they see both themselves and the treasury profession going to next
- their views on key topics relating to the treasury industry as a whole

Lee-Ann Perkins



ABOUT TODAY'S CO-PRESENTERS

Lee-Ann Perkins is the Assistant Treasurer at Specialized Bicycle Company, a global leader in the high-end bicycle and bicycle components business.

A Treasury practitioner for 18 years Lee-Ann has held roles in increasing authority in Publicly traded oil and gas and construction industries.

- BBA in Management Accounting
- MBA, Business and Finance with honors
- FCT Fellow designation with merit from the Association of Corporate Treasurers
- Association of Finance Professionals (AFP) CTP and CTP (CD) Canadian certifications
- Recognized Subject Matter Expert by the AFP serving on the CTP Exam Formulation Committee
- Member of the AFP Treasury Advisory Group
- Advisory Board Member for NACHA
- Past President & Chairman on the Houston Treasury Management Association Board
- Completed the inaugural Financial Compliance Certificate through Chicago-Kent Law School

Joel Campbell



ABOUT TODAY'S CO-PRESENTERS

Joel Campbell is Chief Financial Officer of TreviPay, the global B2B payments and invoicing network, based in Overland Park, Kansas.

He leads the company's Finance, FP&A, Accounting, Tax, Treasury, Facilities & Procurement functions, with primary focus on managing all financial aspects of the business and the relationship with its private equity ownership team at Corsair Capital.

Joel joined TreviPay from H&R Block in Kansas City, Missouri where he served as Vice President, Treasurer and Chief Risk Officer.

Prior to this, Joel was Vice President & Assistant Treasurer at Western Union, and held increasingly responsible positions in corporate Treasury at both Ameriprise Financial and Travelers over the past 25 years.

- BA in Accounting
- MBA in Finance
- Certified Public Accountant
- Currently serves on the School of Business Administration Advisory Council at Cedarville University
- Chairman of the Board for the Beyond Angel Network where he is a Founding Angel investor and Board Member
- Named a 2022 CFO of the Year by the Kansas City Business Journal
- Nominated to join the AFP Board of Directors during AFP 2022

TOPICS OF DISCUSSION

On this session we are going to talk about:

- ❖ **CAREER DISCUSSION** – Exploring the careers of two industry experts and how networking and developing their personal branding has been an important part in their success journey
- ❖ **MENTORING** - The benefits of being mentored and becoming mentors
- ❖ **NETWORKING** - Key tips and strategies for building and maintaining an effective network
- ❖ **PERSONAL BRANDING** - How to build a strong personal brand and perfect your elevator pitch

Lee-Ann Perkins



LEE-ANN KEY TAKEAWAYS

- Know your assets, develop them, put them into practice and become known for your strengths. Be yourself - you were hired for you.
- Achieving career success is about what you have done, but also just as much about those who have partnered with you, helped you, guided you and lifted you up along the way.
- Your NETWORK is your NETWORTH.
- Wherever you are in your career, try to live sacrificially with your time, energy, wisdom and skills to feel satisfied with your work and efforts & help others as they strive forward in their careers.

Joel Campbell



JOEL KEY TAKEAWAYS

- **Build your Balance Sheet** - step outside of your comfort zone, take the skills you have built over time and apply those to a new industry/company to add to your toolbox, and opportunities and success will come
- **Take Calculated Risks** – be willing to do more, learn more, get the right credentials and knowledge, and then be willing to take those calculated half or side-steps to push and challenge yourself forward in your career
- **Manage your own Career** – what you achieve and where you get in your career is up to you – you manage your own career and determine where you want to go, but you will only get out of it what you put into it
- **Work Hard** – nothing can replace hard work and doing whatever is asked of you! Raise your hand for new opportunities and don't be afraid to fail or get a little dirty to get experience and open new doors

Mike Richards



MIKE KEY TAKEAWAYS

- **Here today** – educating yourselves
- **Constantly develop yourself** – if you stand still, you will be going backwards
- **Master your ‘Elevator Pitch’** – quickly demonstrate your value
- **Write notes on a business card** – helps to remember the little things



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Audience Questions



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Want to chat further?

Contact me after the session if you would like
to talk further about your career

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