



Allison Saffran

Senior Business Consultant
Experian Advisory Services



Education:

- M.B.A., Finance & International Business, New York University
- B.S. Chemistry & Modern Languages, Union College
- Leningrad State University, U.S.S.R.
- Dalian Institute of Foreign Languages, China

Consulting expertise:

- Product Management/Joint Ventures
- Business Analytics Thought Leadership
- Global Decision Management
- Customer Relationship Management
- Strategic Planning / Tactical Execution
- Statistical Financial Modelling
- Prospect database design
- Segmentation and targeting strategies for prospecting and existing customer growth
- Geo-location based offers
- Mobile payments and prospecting

Selected Speaking Engagements:

- Experian Vision Conference
 - ~ "Where Do Your Accounts Fit in the Consumer's Payment Hierarchy" (2016)
 - ~ "The Changing Face of Installment Lending" (2016)
 - ~ "Extreme exposure - maximizing credit line assignment strategies" (2015)
 - ~ "Leveraging hosted decisioning for cross-sell marketing and segmentation opportunities" (2014)
- Annual Atlanta Credit Union Forum
 - ~ "Navigating Data and Automated Credit Decisioning" (2014)
- Georgia Institute of Technology
 - ~ "Give Me a Little Credit" (2016)

"The most important part of what I do is to listen to my clients. Understanding their strategic objectives empowers me to partner with them to identify the most effective solutions."

Allison Saffran joined Experian in early 2013 after a long and distinguished career at Citi where she served in a number of senior leadership positions. Most recently, Saffran was a Senior Vice President of Global Decision Management where she led teams across the globe responsible for driving key initiatives associated with Citi Ventures, Citi Enterprise Payments, and Global Mortgage.

Saffran is a strategic thinker, who possesses a valuable blend of strong analytical and problem solving skills. She has a solid background in credit card, banking and financial services industries with extensive experience and expertise in analytics, marketing, and strategy management.

Saffran's International experience includes building, training, and leading teams in India and Hungary; working closely with teams and strategic partners in Australia, Japan, Singapore, Germany, Poland, Mexico, Brazil, and United Kingdom.

After spending a career on the client side of the desk, Saffran understands first-hand the challenges facing today's financial services businesses, and considers it a privilege to help clients exceed their goals through partnership with Experian.

Also, in collaboration with Katie Wright and Armando Ramos, Saffran designed an innovative solution for a prospect database process flow that enables clients significant savings removing the bureau agent from the equation.