

Jim Tylenda

Principal and Practice Leader
Marketing Practice

Jim is a GVGroup principal and leads the group's marketing practice.

He has developed business and marketing plans in both the consumer and business-to-business environments for a wide variety of firms over his 25+ year professional career.

Jim has worked with financial services companies, retailers, accounting firms, payment systems organizations and brokerage companies, including such firms as Visa, Chase, CitiGroup, the Bank of New York, FleetBoston Financial, Marshalls, Toys'R'Us, and Quick & Reilly Brokerage.

With strengths at both the strategic and tactical levels, Jim has conceived and implemented business strategic plans, new business development campaigns, customer loyalty programs, and database marketing initiatives that have resulted in increased market share, revenue and profitability. He has a particularly strong background in direct response marketing and customer relationship management.

Jim holds an MBA from Syracuse University.

March 2006