

MADDY MCENERY

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX

May 2026

Master of Business Administration

- **Concentrations:** Business Strategy and Product Management
- **Operations Fellow (VP Recruiting):** Led selection of 52 applicants using structured interviews and scoring models

MIAMI UNIVERSITY, Farmer School of Business, Oxford, OH

May 2019

Bachelor of Science in Business Economics; Minor: Spanish

EXPERIENCE

AMERICAN EXPRESS, Sunrise, FL

June 2025—August 2025

Business Strategy Manager, MBA Intern | Global Servicing & Business Strategy

- Led a current-state assessment of six legacy servicing systems supporting 36K+ front-line agents, synthesizing 20+ stakeholder interviews to identify migration risks, process fragmentation, and data gaps ahead of cloud migration
- Mapped four end-to-end servicing workflows and the KPI chain from agent activity to executive dashboards, exposing where siloed tools undermined data visibility, KPI integrity, and front-line performance accountability
- Developed and presented three prioritized product and operating recommendations with success measures, ROI, and trade-offs, giving executives a decision framework for roadmap sequencing and implementation planning

NORTHERN TRUST CORPORATION, Chicago, IL

Associate Wealth Advisor—Second Vice President | Firm to Firm

March 2022 – July 2024

- Co-developed and scaled an enterprise financial wellness program, defining market segmentation, value propositions, and service models to grow client partnerships from 12 to 26 and annual revenue from \$500K to \$1.5M
- Architected a 3-stage advisory diagnostic model integrating employer benefit structures into a scalable methodology, expanding client onboarding volume by 160%+ (~30 to 80+) across partner firms over two years
- Built the operating model for consistent delivery across 26 partner firms — client journey, playbook, process maps, checklists, and Power BI pipeline reporting used by the advisory team and senior leadership
- Partnered with Product Management during the cloud transformation of a proprietary planning platform, leading pilot testing across target client segments to achieve 100% post-rollout satisfaction among participating clients

Senior Associate—Officer | Wealth Strategies

February 2020 – March 2022

- Directed end-to-end implementation for 26 institutional and high-net-worth accounts (\$1.2B AUM), leading cross-functional teams across 8 business units to streamline account opening, KYC, asset transfers, and funding
- Engineered standardized operating procedures, client templates, and exception-tracking frameworks for a 40-person regional group, reducing operational ambiguity, repeat errors, and client onboarding cycle times
- Formulated custom financial pricing models and presented business cases to executive leadership, securing non-standard pricing approvals that directly drove \$610M in asset capture from competitors

FISERV, Chicago, IL

Sales Analyst | Payment Solutions

July 2019 – January 2020

- Analyzed and qualified 110+ Integrated Software Vendor prospects, generating 46 sales meetings and maintaining 200+ Salesforce prospect profiles to improve sales pipeline visibility and commercial prioritization
- Managed accurate prospect and client data for 200+ profiles in Salesforce and other proprietary ERM systems through call reporting, opportunity tracking and profile updating to ensure proactive communication

ADDITIONAL

- **Skills:** Business Strategy, Operating Model Design, Process Mapping, Process Improvement, KPI Development, Business Cases, Project Management, Market Research, Excel, SQL, Power BI, Salesforce, AI/LLM Tools, Jira
- **AI-Enabled Operations Projects:** Architected custom AI workflow automation tools in Claude Code to optimize recruitment operations, translating business processes into functional requirements, and candidate analytics
- **Interests:** Tennis, Golf, Charcuterie Boards, Chicago Blackhawks, 70s Rock Music, Traveling, Thrifting