

RICK PFEIFFER
Principal Advisor
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Rick Pfeiffer is a business leader with a 28-year track record of accelerating growth, restoring profitability, leading innovation, and managing disruptive change in the financial services industry. He also has provided his expertise in the Energy sector. He successfully led **start-up ventures** (GE Capital, India) and **corporate turnarounds** (AIG's Global Consumer Finance Group) by developing high performance and collaborative teams from strategy development to execution.

At AIG, Rick led the turnaround and growth of AIG's international finance companies and retail banks in China, Taiwan, Hong Kong, Thailand, Philippines, India, Poland, Russia, Mexico, Columbia and Argentina. He led 9,500 people offering consumer loan and deposit products. He developed the strategy and reorganized the company; recruited new talent; implemented new IT platforms and analytics; acquired and integrated companies; drove organic growth, improved existing operations, introduced new products, segments and distribution channels (e.g. SME lending, Micro Finance); bought non-performing loans and set up and ran micro-finance operations.

In all of his senior leadership roles (AIG, ING and GE Capital) Rick has demonstrated:

- **Team Building** – He creates collaborate cultures, which was essential to turnaround/improve 17 operating companies across 12 countries for AIG.
- **Operational Expertise** - At GE Capital he managed the integration of acquisitions using staff across functions and reporting lines to meet aggressive goals. He also became known as a GE Capital “fix it” guy.
- **Innovation** – He profitably conceived, developed, and adopted innovative technology platforms over his career including off-shore call centers, electronic publishing, phone technology for 3rd world consumer finance, etc.
- **Change Management** – Rick successfully navigated multiple market shocks, radical industry changes, and disruptive technologies.
- **Sector Focus** - Financial Services, Energy (upstream and downstream)
- Other former roles include GM, Asia-Pacific for ING's Commercial and Consumer Banking; SVP (Technology and Operations) for GE Capital (GECC), Asia. Private equity in Southeast Asia for GECC. First employee and COO of 50:50 JV in India between GE Capital and HDFC - an Indian banking and financial services company headquartered in Mumbai.

Rick received his BA in Biology from Amherst College and his MBA from the Darden School at the University of Virginia. He has filled board and senior executive roles.