

Sheshunoff Human Resource Buyers Business Mailing List

Human resource management is becoming increasingly more important to the banking and financial industry. These professionals are skilled in the art of attracting, training and retaining new employees and have purchased products from Sheshunoff that address the personnel issues that are unique to financial institutions.

MEDIA TYPE

Business

SOURCE

Direct Mail & Telemarketing

GEOGRAPHY

Domestic (US)

SEGMENTS

Data card currency: US Dollar

22,948	Total Universe / Base Rate	\$175.00 /M
22,948	Active Byrs/Subs/Trials	\$175.00 /M
	Office supply/General Bus Mailers	\$135.00 /M
	Consumer Catalog Mailers	\$85.00 /M
	Fundraiser Mailers	\$75.00 /M
5,602	Email Names Available*	\$300.00 /M

MAINTENANCE

Market Entry
New to Manager
Counts through 01/01/2010

DATA CARD MAINTENANCE

New to NextMark System 05/14/2009
Last data card update 06/23/2010
Next data card update 11/01/2010
Data card update frequency QUARTERLY

DESCRIPTION

Human Resource Professionals Within the Banking and Financial Industry

Human resource management is becoming increasingly more important to the banking and financial industry. These professionals are skilled in the art of attracting, training and retaining new employees and have purchased products from **Sheshunoff** that address the personnel issues that are unique to financial institutions.

Sheshunoff is highly regarded as the premier provider of information resources for the banking, credit union, compliance, and other financial related industries. Offering more than 200 products to markets such as holding companies, investment banks, savings & loans, federal regulatory agencies, insurance companies, accounting firms and educational institutions, the **Sheshunoff** database contains the most accurate and selective lists of these industries worldwide.

These executives and officers are decision-makers with purchasing power. They have made a wise investment in their chosen careers, and know that the **Sheshunoff** publications contain the information necessary to keep on the cutting-edge of changing trends.

Institution Type:

Bank Branches	7,955
Bank Holding Companies	502
Banks	12,358
Bank w/Foreign Headquarters	184
County Government	659
Credit Union Branches	429
Credit Union	3,066
Mortgage Companies	215
Municipal Agency/City Govt	1,940
Savings & Loan Branches	636
Savings & Loans	1,297
Savings Banks Branches	253
Savings Banks	906
Secondary School Districts	683
Small Businesses	260

Asset Size:

\$0.0 - \$25 Million	10,660
\$25.1 - \$50 Million	1,075
\$50.1 - \$100 Million	2,373
\$100.1 - \$250 Million	4,981
\$250.1 - \$500 Million	3,445
\$500.1 Million - \$1 Billion	2,804
\$1 Billion +	6,671

Job Function:

Accounting Officer	283
Accounting/Financial Reporting	3,235
ACH Officer	553

Administrative -	
Assistant	164
Officer	119
Administrator - City Govt	174
Agricultural Director	160
All Other Technology	388
All Regulatory Compliance	1,229
Analyst	8
Asset/Liability Manager	153
Assistant -	
Cashier	46
Controller	3
Secretary	2
Manager	11
Treasurer	4
Assistant VP	330
Attorney	53
Audit Partner	3
Auditor	14
Authors	20
Bank Secretary Officer	562
Board Member	2
Bookkeeper	17
Branch Administration Officer	2,359
Branch Management	635
Branch Officer	11
Budget Officer	160
Business Development	76
Business Development Director	4
Business Manager	91
Cash Management Officer	5
Cashier	117
CEO/President	29
Chairman	279
Chief Officer -	
Executive	1,334
Financial	418
Police	2
Operating	243
Technology	2,788
Clerk	58
Collection Officer	140
Commercial Lending Officer	1,001
Commercial Loan Officer	28
Commissioner	10
Communications Officer	3
Community/Economic Development	36
Compensation Analyst	9
Compliance Officer	741
Comptroller	16
Consultant	65
Consumer Credit Compliance	508
Consumer Lending	660
Consumer Loan Officer	6
Controller	885
Correspondent Banking	139
Council Member	1
Credit Analysis/Commercial Loans	304
County Treasurer	17
CPA	11
CRA Officer	149
Credit Analysis/Commercial LOA	568
Credit Manager	155

Customer Service	577
Data Processing	223
Debt Management	22
Deposit Compliance	61
Director	111
Disaster Recovery	39
Editor	1
Electronic Banking	696
Emergency Manager	34
Engineer	1
Environmental Services	5
Executive VP	276
Facilities Manager	9
Finance Director	159
Financial Analyst	18
Financial Reporting	73
Fire Chief	9
First Vice President	32
Fraud Officer	71
GFOA Members	10
Grant Writers	6
Head Librarian	61
Head Teller	2,015
Human Resource Director	3,284
Human Resource Officer	12,657
In House Legal Counsel	16
InHouse Counsel	1,315
Internet Audit	1,461
Investment Officer	39
Librarian	9
Loan Administration/Servicing	520
Loan Officer	258
Manager	2,024
Market Research Officer	5
Marketing	1,334
Marketing Analyst	3
Mayor	11
Member Service Rep	75
Mergers & Acquisitions	3
Mergers & Acquisitions Officer	151
Mortgage Lending	45
Mortgage Loan Officer	12
Office Manager	200
Operations Assistant	6
Operations Officer	512
Other Executive/Admin/VP(Sr, Exec, 1st, etc)	733
Outside Board Member	101
Owner	22
Parks & Recreation Director	5
Partner	16
Pension Officer	3
Personnel Officer	193
Planning Director	9
Portfolio Manager	4
President	2,032
Principal (Academic)	3
Professor	2
Project Coordinator	20
Public Information Officer	1
Public Relations Director	2
Public Safety	102
Public Works Director	5
Purchasing Officer	73

Quality Control	76
Real Estate Lending	335
Real Estate Officer	1
Regulatory Reporting	1,129
Retail Banking	179
Risk Management	2,585
Safety & Soundness Compliance	1,496
Second Vice President	3
Secretary (Office or Business)	150
Senior Cash Manager	524
Senior Compliance Officer	4,993
Senior Executive Officer	494
Senior Finance Officer	3,334
Senior Investment Officer	497
Senior Lending Officer	3,302
Senior Loan Officer	526
Senior Marketing Officer	3,774
Senior Operations Officer	5,144
Senior Security Officer	3,650
Senior Training Officer	6,839
Senior VP	683
Share Draft Officer	1
Sheriff	2
Sr. Administrator/Sr Cashier	1,535
Strategic Planning	1
Strategic Planning Officer	258
Superintendent (Schools)	79
Supervisor	65
Technology Officer	3
Township Treasurer	2
Training Officer	1,549
Transportation Director	1
Treasurer	164
Treasury/Investments	1,833
Trust Officer	962
Unknown	17
Unknown-Lending	3
Vice Chairman	25
Vice President	1,245

***Transmission: HTML \$115/M, Text \$95/M**

SELECTS		AVERAGE INCOME	
12 Month Hotline	\$5.00 /M	Value:	not available
6 Month Hotline	\$10.00 /M	MINIMUM ORDER	
Asset Size	\$10.00 /M	Quantity:	5,000
Financial Institutions	\$10.00 /M	Value:	\$0.00
Gender/Sex	\$5.00 /M	REUSE	
Job Function	\$10.00 /M	Reuse is not allowed	
One Per Location	\$10.00 /M	TELEMARKETING	
Product	\$10.00 /M	Telemarketing is not allowed	
SCF	\$10.00 /M	CANCELLATION	
State	\$10.00 /M	Charges:	\$50.00 /F
Zip	\$10.00 /M	KEY CODING	
UNIT OF SALE INFORMATION		Key Coding is available	
Unit of sale information is not available		Charges:	\$3.00 /M
GENDER PROFILE		ADDRESSING	
Male:	42%	CD ROM	\$50.00 /F
Female:	54%	EMAIL	\$65.00 /F
		FTP	\$65.00 /F
		SPECIAL INSTRUCTIONS	
		--Cancellation-- \$10/M + \$50 Flat Fee + Shipping Cancellation After Mail Date Requires Payment in Full	

