

FinTech Certificate Program

FinTech Success Story



John Smith
ABC Industries



DETAILS

FinTech@USF: 2016

Industry: Distributors

Location: New York

Employees: 2,000+

Challenges:

- Deliver unique value

Results:

- Gained digital best practices & toolkit consistencies
- Tied benefits directly to traditional financial strategies & tools.
- Used FinTech systems to execute marketing activities

“I searched for a Financial Technology course that would help propel our initiatives to the next level. The USF program provided me this and much more. I walked away with everything I needed to get us up and going immediately; best practices, a complete toolkit, practical advice, and honest insights.

“What I hadn’t imagined is how impactful this program would be to my company. We’ve actually sent over 30 employees through now, and more are scheduled. It’s so much easier to execute on organizational change when everyone has the same knowledge and desired direction.

“Someone asked me about the ROI, and all I can say is the program is definitely worth it. Getting everyone on the same page, using the same tools and methodologies, saved big money in the long run. Thank you, USF!”

John Smith, VP Financial Technology
USF FinTech Advisory Board Member
FinTech@USF Alumni