



J McDuffie Brunson

Managing Director, Business Intelligence, Financial Services Industries

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J McDuffie Brunson is managing director of Business Intelligence Practice within the Financial Services Industries unit at HP.

With more than 30 years of experience in financial institutions as both a banker and consultant, Brunson has been involved with leading-edge developments within the financial services industry, including the creation of the automated clearinghouse, the debit card, in-home transaction services, co-branded credit cards, electronic payment networks, financial advisory/planning services, and integrated customer data warehouses.

In addition, Brunson has been an industry leader in the development of Business Intelligence (BI) over the past 25 years. In the mid-1980s, Brunson designed and implemented the first integrated customer master file into both the strategic planning and branch delivery system for a major bank in Europe. This was the first time the industry had been able to fully operationalize BI by integrating segmentation and target marketing into the delivery system to enable a differentiated customer experience. Since then, his innovative ideas regarding BI have served as the foundation for hundreds of customer relationship management, enterprise reporting, risk management, and decision support systems worldwide.

Brunson holds an undergraduate degree from the University of Virginia and an MBA from Georgia State University. He is a graduate of the Seidman Auditing School at the University of Wisconsin and the Stonier School of Banking at Rutgers University. He has served as a member of the ABA's Operations and Automation Quality Council; as a faculty member of the Graduate School of Banking in Colorado; and as a lecturer at the Università Cattolica del Sacro Cuore in Milan, Italy.

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