

DONALD G. TYLER
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BACKGROUND SUMMARY

SENIOR EXECUTIVE with more than 20 years of progressive experience in organizational leadership, administration, marketing and sales specifically in the financial services industry. Skilled in P&L management and development of new business, product and distribution opportunities. Demonstrated performance in:

Product Development
General Management
Strategic Planning

Marketing Communications
Marketing Plans
Distribution Strategies

New Business Development
Sales Management
Budgeting

PROFESSIONAL EXPERIENCE

MILWAUKEE SYMPHONY ORCHESTRA (MSO), Milwaukee, WI **2010**
Wisconsin's largest and most significant performing arts organization, the MSO plays a vital cultural, education and economic role in shaping the vitality of Milwaukee and the surrounding area.

Interim President & Executive Director

Reporting to the Chairman of the Board, responsibilities include the overall leadership, direction and management of the MSO. The MSO has a staff of approximately 35 professionals and 88 professional fulltime musicians performing over 140 concerts each season.

Leadership

- Work closely with the Board and the Music Director, staff and other key constituents in the continued implementation of the strategic business plan during a nine month interim period.
- Actively engages in MSO Board meetings and Board committees; assists the MSO Board in establishing policy and manages governance and compliance.

Administration

- Manages day-to-day business operations and develops effective and measurable operations, business and financial performance metrics.
- Oversees all personnel activities for staff and artistic, including hiring, development, retention and implementation;
- Works closely with the Chief Financial Officer, manages and directs all activities related to cash flow, annual budgets and revenue projections;

Development & External Relations

- Directs and actively participates in the development and stewardship of major donors, including individuals, corporations, institutions and foundations;
- Builds effective relationships with business leaders, influential members of the community, media, other arts groups and vendor and banking relationships in an effort to positively influence and represent the presence and brand of the MSO.

NORTHWESTERN MUTUAL & NORTHWESTERN MUTUAL INVESTMENT SERVICES,
Milwaukee, WI **2003 to 2010**

One of the largest mutual insurance and independent broker-dealer firms in the country.

Vice President, Executive Officer

As Vice President of Investment Products & Services (IPS), responsibilities include overseeing the product and vendor research, negotiation and management, development and maintenance of Brokerage and Advisory Services, Annuities, Mutual Funds, and Business Retirement Products and Services, Business Development (including a premier Investment Specialist Program), Consulting, Training, Sales Support, Marketing and Field Communications as well as Affinity Funds Distribution & Planning.

Products and Services Development & Management

- Responsible for the management and direction of research, product pricing, structure and compensation design, development and management of all brokerage and advisory products and services for the broker-dealer and Trust company.
- Responsible for the management and direction of key strategic relationships related to both brokerage clearing and advisory services platforms, Northwestern Mutual's Affinity Funds program and other ancillary support relationships, including Morningstar, Albridge, FRC, etc.

Business Development, Marketing, Training & Communications

- Responsible for the management and direction of all broker-dealer and Trust company business development activities through Northwestern Mutual's field force of approximately 6,000 registered representatives and investment advisors. Business development activities included Managing Partner (branch manager) investment platform consultations, integrated practice management resources, investments and annuities wholesaling activities and management of the Investment Specialist program.
- Responsible for the management and direction of all broker-dealer and Trust company field force and client marketing, training and communications. Marketing activities included the development and distribution of broker-dealer and Trust company marketing campaigns and materials, recognition and awards programs and conferences; training activities included the development, distribution of broker-dealer and Trust company field training ranging from required product training to business and practice management training through web-based learning, onsite, conference and schools.

Executive Officer

- Reporting directly to an Executive Vice President on the Management Committee, responsible for all typical business line activities, including staff hiring, training and management; revenue growth and expense management; active member of various corporate committees including Compliance Best Practices, Business Integration and Investment Products & Services/Agencies.

PRECISION MARKETING PARTNERS & THE ACADEMY OF FINANCIAL SERVICES STUDIES, Milwaukee, WI **1998 to 2002**

Privately-held consulting firms serving the financial services industry.

President and Co-founder

1998 to 2002

Responsible for general management of two service firms focused on providing strategic sales and marketing and education and training services to mid- to large-size financial services firms. Developed and implemented marketing and sales plans for multiple distribution channels and multiple product lines. Accountabilities included P&L, strategic and business planning, budgeting, staffing, new product development, sales, marketing, finance and operations.

Sales and Marketing

- Co-founded and developed a comprehensive marketing plan to position our firms strategically as a leading provider of sales and marketing consulting services and education and training capabilities.
- Worked jointly in developing a significant client base representing more than 100 financial services firms.

General Management

- Directed and managed many of the consulting, operations and financial aspects of the firms.
- Key participant as President and Board Member in all significant management decisions related to the management and operation of the firms.

WELLS CAPITAL (STRONG CAPITAL MANAGEMENT), Milwaukee, WI **1995 to 1998**
Privately-held mutual fund company with over \$32 billion in assets under management.

Senior Vice President

1998

Vice President, National Sales Manager

1995 to 1997

Responsible for general management of the \$10 billion, 34 employee Intermediary Services division established to service defined contribution, variable insurance products and mutual fund wrap and supermarket relationships through broker-dealer, insurance and consultant channels. Accountabilities included P&L, strategic and business planning, managing a \$16 million budget, staffing, new product development, sales, marketing, finance and operations.

General Management

- Directed strategies which expanded division assets at 60% annualized rate, from \$1.5 to \$10 billion between 1995 and 1998.
- Increased division's percentage of company's net sales from 15% to over 90%.
- Served on the Senior Management Committee, formulating corporate business strategy.
- Selected to serve on industry advisory boards including Fidelity, Schwab and First Trust.

Sales and Marketing

- Created unique, growth-oriented sales and marketing strategies, positioning Strong as a recognized leader in broker-dealer, insurance, bank and consultant intermediary channels.
- Built regional sales force, increasing company visibility in financial advisor, broker-dealer and insurance marketplaces.
- Designed and implemented comprehensive marketing strategies including creation of industry standard setting collateral materials, advisor forums, conference calls.
- Created innovative marketing strategy with Fidelity which increased Strong's 1998 FundsNetwork assets from \$1 to \$2 billion and established Strong as #1 in net sales.

THRIVENT (AAL CAPITAL MANAGEMENT), Appleton, WI **1994 to 1995**
\$12 billion mutual fund subsidiary of Aid Association for Lutherans (AAL).

Vice President of Marketing and Sales

Responsible for all marketing and sales support activities related to AAL Mutual Funds, Variable Annuities and brokerage unit. Managed staff of 23 and marketing budget of \$3.5 million.

- Upgraded collateral marketing material and corporate image, improving company visibility in the marketplace while reducing costs. Developed and launched AAL's first variable annuity.

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| AMERICAN FINANCE GROUP (AFG), Boston, MA | 1985 to 1994 |
| \$1 billion asset management company offering investments to individuals and institutions. | |
| Senior Vice President, National Marketing Director | 1987 to 1993 |
| Regional Vice President (Wholesaler) | 1985 to 1987 |
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| ANGELES CORPORATION, Los Angeles, CA | 1983 to 1985 |
| \$500 million diversified asset management investment company. | |
| Marketing Manager, Regional Sales Director (Wholesaler) | |
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| CAMPRO SYSTEMS, Denver, CO | 1977 to 1983 |
| \$1 million advertising production company. | |
| Principal and Co-founder | |

EDUCATION

BA, Business/Marketing, University of St. Thomas, St. Paul, MN, 1977
BA, Journalism, University of St. Thomas, St. Paul, MN, 1977

LICENSES

Past NASD Series 7, 24, 65 and 63

CURRENT AND PAST AFFILIATIONS

Current Board, Executive Committee and Finance Committee Member of the Milwaukee Symphony Orchestra; Current Board Member of Repairers of the Breach, a Milwaukee-based homeless resource center, Current Board Member of Eagle Capital Growth Fund, Former Trustee for Northwestern Mutual's 401(k) and Defined Benefit Plans, Former Committee Member, Private Client Group Committee of SIFMA; Former Committee Member, LIMRA Broker-Dealer Committee; Former Board Trustee, Quintara Funds; Former Board Member of SEED, a community non-profit for the local school district; Past President, Shorewood Little League