

SPENCER DAVID ALLEN

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SUMMARY

Results-driven executive with 15+ years in product strategy, network growth, and partnerships across financial services and hospitality. Proven track record leading strategy execution, annual business planning, and cross-functional teams in matrixed, global environments to drive revenue growth, switching volume, and improved KPIs. Adept at translating complex data into executive-level narratives, value propositions, and compelling visual presentations that align with organizational strategy and shareholder returns.

EXPERIENCE

JPMorgan Chase VP, Product Strategy – November 2025 – March 2026

Recruited to lead launch strategy and early growth for the **Chase Slate balance transfer card**.

- Delivered **155% budgeted acquisition volume within the first month post-launch**.
- Led execution across product, marketing, analytics and operations.
- Built the product backlog for digital enhancements for acquisition and customer onboarding experience improvements.
- Set KPI's and performance tracking across five partner teams leading to launch and early optimization.
- **Guided strategy for \$30M in product and retention marketing investment**, including customer design and brand identity.

Result: Launch exceeded acquisition targets during initial growth window and entered steady-state management.

Fidelity Investments Director, Credit Card Product Commercialization, – June 2020 – June 2025

Hired as a consultant on the **Fidelity Rewards Visa Signature** credit card, and converted to full time Employee within one year.

- **Lead the Card team responses to a program RFP, and contract execution** in conjunction with external consulting firms and internal strategy teams to design including extensive SLAs, new funding sources for enhancements and data sharing platforms.
- **Launched a new value proposition** including a \$100 credit for TSA Pre-Check or Global Entry, auto rental insurance benefits, a dining partnership with OpenTable, the removal of the foreign transaction fees, and the elimination of minimums, caps, and expiration dates on legacy products.
- Spearheaded risk and underwriting enhancements, **expanding credit lines by 40% and improving approval rates by 9% using analytics and first-party data**.
- Led credit card loyalty event strategy, **generating \$10M+ in new investment funds** through innovative virtual events during COVID-19 and new partnership offerings to align with the Fidelity Rewards+ program.

Result: Successfully refreshed the Fidelity Rewards Visa Signature card, optimizing funding, delivering industry leading benefits

Wyndham Hotels & Resorts Director, Financial Partnerships– May 2017 – April 2020

Recruited from American Express to **lead innovation and product development for the Wyndham Rewards Visa program**

- Launched an **industry-first point of sale card acquisition program**, including layered incentive and training programs, as well as product development of digital on-site customer experiences across a franchise organization.
- Led the **product development of a new Small Business Credit Card** for Wyndham Rewards with Barclays, including value proposition, P&L oversight, and defined a multi-year roadmap of marketing strategies and partnership opportunities
- Defined switching growth strategies for the Wyndham Rewards credit card, leveraging on-property acquisition channels to drive a resulting in a **17% YOY lift in new card acquisition**; accounting for two-thirds of all Wyndham credit card acquisition efforts.
- Planned the **go-to-market strategy** of a value proposition refresh of the consumer credit cards including a PR launch campaign, collateral design and messaging hierarchy.

Result: Unlocked a new marketing channel of on-property WiFi marketing for the Wyndham Rewards program, and executed a new Small Business Credit Card with an industry leading value proposition.

American Express Senior Manager, Global Client Group, Lodging Partnerships – November 2015 – April 2017

Responsible for partnership growth with a portfolio of global lodging partners including Four Seasons, Intercontinental Hotel Group, and Wyndham Worldwide **representing over \$6 billion in annual charge volume**.

- Worked with cross-functional teams across marketing, analytics, and pricing to bring value to partnerships, such as launching Four Seasons' **first social media campaign, e-commerce solutions** with Amex Express checkout, and financing plans for hotel franchisees with **Amex Merchant Financing**, as well as **offer campaigns merchant funded campaigns**.
- Managed annual **marketing funds worth over \$3 million** which included publishing, digital marketing, social media campaigns, and CRM augmentation work for my lodging accounts.

Result: Closed **largest revenue opportunity firm-wide for American Express in 2016/2017** with Wyndham Worldwide, utilizing virtual card products to facilitate payments in excess of \$600M from Expedia to Wyndham hotels.

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Leading Hotels of the World *Senior Brand and Product Manager* – October 2013 – November 2015

Initially hired as a Product Manager for a hotel booking engine, but expanded the role to be a property facing distribution and marketing specialist within one year.

- Led the **brand activation** including brand guidelines, collateral updates, consumer segmentation, and internal training.
- **Managed a team of four** Graphic Designers in Singapore, New York, and Frankfurt.
- **Product Manager for the internet Booking Engine** for member hotels, including being a stakeholder for Sabre in the development of the next generation of booking engines.
- Drove sales and engagement with key company products and develop new programs resulting in over \$140M in revenue.

Result: Increased revenue by 40% YOY, with a 20% increase in same-store sales, with a 30% increase in participation by leading the sell in process for the Internet booking Engine and Online Marketing consultation calls with hotels represented by LHW.

Morgans Hotel Group *Area Transient Sales Manager* – July 2012 – October 2013

Hired initially as a travel industry sales manager, the role grew to encompass all transient sales for four boutique hotels in Manhattan.

- Managed all transient (non-group) negotiated hotel room rates across 4 boutique hotel brands in the corporate and travel industry markets including formulating new pricing strategies, negotiating annual contract agreements, and executing B2B and B2C marketing to **exceed revenue goals of \$10M+**
- **Established standard operating procedures** to optimize interdepartmental collaboration between sales and operations, as well as building out intranets to align resources across all of Morgans Hotel group leveraging Google Business solutions.

Result: Increased revenues by 54% over the same period during the first 6 months of hire

Starwood Hotels & Resorts, *Global Sales Strategy Manager, Global Sales Strategy & Operations* – November 2009– July 2012

Hired as an analyst to partner with McKinsey consultants trained in Six Sigma and in Revenue Management tools.

- Areas of responsibility included complex project management, training development, and database management, using quantitative and qualitative measures with multiple stakeholders across multiple disciplines.

Results:

- Developed National Sales Organizations in Germany resulting in an additional **€5M in new goals**, a National Prospecting Organization in India with an additional **\$13M identified in new accounts** and a National Sales, Marketing, and PR team for company assets in Malaysia, with an **increase in goals by 5%**.
- Co-led the design of a metropolitan sales organization for company assets in: San Diego achieving a **6% increase in goals (\$5M)**, Toronto with an **8% increase in goals**, or 44K additional room nights annually, Boston resulting in an **increase in seller goals by \$4M**, New York City with an estimated **increase of \$8.5M in revenue**, and Washington DC with a estimated **increase of \$2.3M in total revenue**.

EDUCATION

University of Washington, Seattle, WA – *Bachelor of Arts*

Concentrations: International Political Economy

Honors: Dean's List Award for Academic Excellence

Goethe Institute, Berlin, Germany – *Certificate of Language Proficiency*

Concentration: German Linguistics, German Cultural Studies

PROJECTS/ACHIEVEMENTS

- Nominated for the **Fidelity Investments** "Excellence in Action" award in Q1 and Q2 of 2025
- Subject Matter Expert, **AlphaSights & GLG Group** – Selected as a paid expert consultant in hospitality loyalty and payment partnerships; engaged by consulting and investment firms to advise on co-brand card economics, hotel loyalty programs, and travel payment strategy. 2017-2026
- Recognized for outstanding performance as a consultant at **Fidelity Investments**, promoted to full time employee – July 2021
- Steering Committee Member, PRIDE employee resource group, **American Express**, November 2015 – April 2017
- Board Member, **Young Travel Professionals Association**, New York Chapter, October 2013 - 2017
- Recognized by the GMHC as a top fundraising leader in the corporate segment, recognized by the CEO of **Starwood** for outstanding Philanthropic work – 2011, 2012.
- Received **Starwood's** "Excellence in Execution" Award for outstanding results in the Global Sales Organization – 2009
- Received **Starwood's** "Team of the Year" Award for outstanding results in the Global Sales Organization – 2009
- Received **Starwood's** "Gold Star Award" given to the top 10% of performers – 2008