

# AARON SILVA

President & CEO

paladin *fs*



Dynamic, entertaining and hard-hitting insights for community banking keynotes, web seminars and executive meetings.



**Acclaimed Speaker  
Negotiations Expert**

**Thought Leader**

**Industry Advocate**

**Interactive & Engaging**

"Aaron, had total command of the audience. The bankers were hanging on your every word and sharing their experiences along with each example. I've seen and given many presentations and not only is his content superb, it's clear that Aaron is an excellent communicator and teacher."

Tim Koch  
CEO of Colorado Graduate  
School of Banking

"Providing great value for your event and members is my #1 goal. My presentations are real world, real solutions and no fluff."

Aaron Silva







# About Aaron

## Can Present on Many Topics

Core & IT Contract Negotiations  
Negotiations Strategies & Tactics  
Executive Fintech Education  
IT Cost Reduction  
Fintech Adoption & Planning  
M&A Planning for IT Contracts

Mr. Silva is a recognized and respected industry leader and negotiations expert standing for community financial institutions. An entrepreneur and industry veteran since 1991, Aaron founded Paladin fs, LLC in 2007 and launched **Golden Contract Coalition** in 2016. His invention of the **Paladin Blue Book** has leveled the playing field in contract negotiations vs. national Core & IT suppliers, gaining his clients more than \$300M in cost reduction and \$100M in merger value accretion. In 2018 Silva expanded Paladin to include the **Fintech Advantage** division, now addressing the anticipated adoption of fintech services within the industry. By the end of 2019 the GCC will have more than \$1B in combined contract value - the largest banking association focused exclusively on developing a fair "Golden" contract standard that all Core, IT and Fintech suppliers will ultimately adopt in order to do business with this industry.

**Book Aaron NOW**

**[info.paladin-fs.com/speaker-bureau](http://info.paladin-fs.com/speaker-bureau) | 877-746-4859 | [asilva@paladin-fs.com](mailto:asilva@paladin-fs.com)**

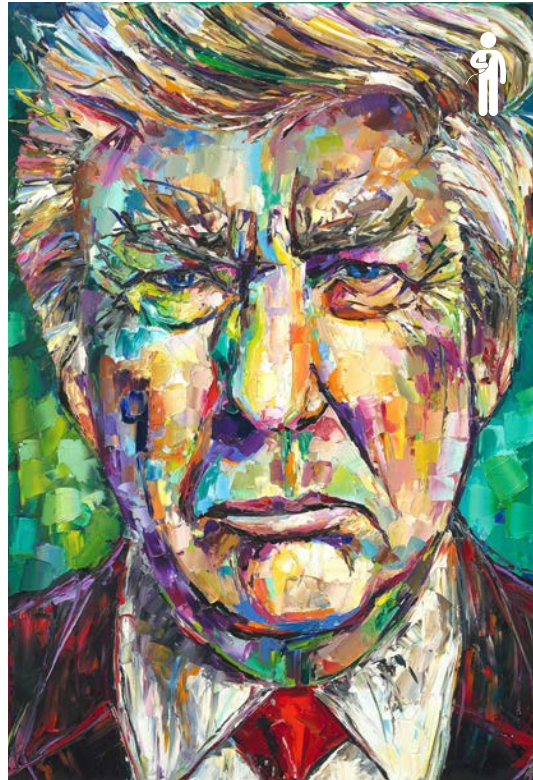
# New Presentations 2019



## Fintech Disruption of the Core IT Obstruction

Fintech will disrupt every aspect of banking IT in the next 5 years but nobody is giving banks a plan on how to find, assess, procure and implement friendly fintech alternatives.

Even worse, few are talking about the market obstruction being executed by the major Core IT suppliers and how this could blow up an institutions' efforts in executing an innovation and digital transformation plan.



## What if Trump Negotiated Your Next Core IT Deal?

This A-political, non-partisan and entertaining presentation will make President Trump the lead negotiator against Core & IT suppliers such as Fiserv, FIS and Jack Henry. Hear from his Twitter Account along with many of his political rivals and friends as they join together in helping bankers obtain a fair, balanced and reciprocal trade agreement against these critical vendors.



## Wake Up and Smell the New M&A Imperative

The industry is shrinking by 5%-6% annually through M&A. Meanwhile, Core & IT suppliers' revenue and profits grow as they quietly act as silent shareholders in every deal no matter the situation - sell or buy. Institutions can restructure their current contracts to prosper before M&A rather than be punished. Hear real life case studies where bankers wisely took matters into their own hands and gained greatly.

**Book Aaron NOW**



Aaron Only



Aaron + Panel

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# Timeless Presentations



## Do You Want to be the Lunch, or the Lion?

Institutions want to begin their digital transformation strategy and acquire the benefits of virtual banking but they don't know where to start. This presentation discusses the technological and contractual barriers that await and discusses what other banks are doing to solve these problems. Includes examples of omni-channel banking, mobile first and basic functions of a virtual bank.

This presentation can be conducted with a progressive banking executive or small panel that will discuss relevant points for the audience and provide real life examples and an action plan.



## Secrets Revealed: 10 [MORE] Things Core IT Suppliers Won't Tell You?

This hard-hitting, point-by-point presentation is a classic enjoyed for many years by bank executives. Updated each year with new information and new mini case studies, it can be conducted with another bank executive or small panel of bankers. Panels will utilize real-world examples experienced by each banker to support the 10 Secrets.

Topics covered are contract pricing, M&A nightmares, SLA issues, impact of market oligopoly, adoption of fintech suppliers, rights of termination and what the industry can do about it.

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# **TARGET AUDIENCES**

- CEOs, CFOs, COOs and Senior Executives
- Not an IT or "Techie" Discussion
- Community Banks or CUs up to \$20B assets
- Outsourcing Core IT services to any supplier
- Considering Fintech services in next 2-5 years
- Active M&A or considering in next 2-5 years
- Interactive groups of 15 persons to 200+ audiences



## **SESSION TAKE-A-WAYS**

- CPE Credit Eligible
- Pre-session research
- Online Bio and Survey
- Presentation PDF
- Post Event PDF
- Infographic Download
- Mini-Case Studies
- Encore Webinars
- Free Market Research & Situation Assessment
- Speaker Q&A



# **BOOK NOW**



## **877-746-4859**

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