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senior strategist, market insights

Jim Perry is Senior Strategist at Market Insights, a consulting firm that uses customized research to help financial institutions clarify and commit to strategic choices based on data about their organization, their customers, and their markets. Jim has consulted with financial institutions throughout the United States. Much of his work is concentrated on strategy development, digital modernization, marketing/branding, culture, and DEIB.

He has been included on Onalytica's list of "Top 100 #Fintech Influencers" and has presented at state, regional, national, and international conferences. He has also shared his insights as a guest on top industry podcasts such as *Breaking Banks*, *Banking Transformed Podcast*, *One Vision*, and *American Banker Podcast*.

Thousands of community banks and credit unions follow his daily social media posts and weekly emails for industry trends and the latest news on mergers, fintech, marketing and much more. He was cited by *Deluxe* as one of the 20 leaders in modern banking that every community banker should follow.

As a consultant, trainer and public speaker, Jim is known for making complex concepts easy to understand and simple to apply.



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