**Robert P. Mandato**

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**PARTNERSHIP / CLIENT MANAGEMENT EXECUTIVE**

*Stellar career history of success forging strategic partnerships and driving customer-marketing initiatives.*

Accomplished, versatile Partnership / Business Development Management Executive with repeated success facilitating exponential growth on behalf of prestigious, global corporations. Demonstrated aptitude within the travel, financial services, entertainment, fuel, and technology sectors with a wide array of transferable skills suitable for any number of industries. Refined expertise in partnerships development, client management, project/program management, and account management. Recognized for devising and executing innovative strategies to facilitate positive change, forge strategic partnerships, and optimize revenue. Exemplary leadership and communication skills and excels in demanding, fast-paced environments.

**HIGHLIGHTS OF EXPERTISE**

* Strategy Planning & Implementation
* Digital and Social Marketing
* Loyalty Program Design & Launch
* Full Life Cycle Project Management
* Contract Development / Negotiation
* Budget Administration / Management
* P & L Accountability
* Strategic Partnerships
* Business Development
* Team Development & Leadership
* Problem Resolution
* Partnership Management

**PROFESSIONAL EXPERIENCE**

**MASTERCARD**, Purchase, NY **2006 – 2016**

**Vice President of Partnership Development**

Rapidly progressed through a number of specialized executive roles in recognition of exceptional capabilities. Roles held include VP of Product Strategic Alliances Global Commercial Products and VP of Product Strategic Alliances for the Small Business Segment. Current responsibilities include holding full accountability for identifying and securing new partners for company’s small business and mid-market loyalty program, Easy Savings.

* Oversaw and managed a total 23 merchant partners representing $500M+ in GDV; Easy Savings Program awarded $12M+ in rebates in 2015 while driving double-digit growth. Including the renegotiation of 10 existing partnership agreements continuing their participation in the Easy Savings Program ([www.easysavings.com](http://www.easysavings.com))
* Developed and presented performance analytics to the individual merchant partners to garner their continued support for the program. Presentations highlighted performance metrics of both loyal and new customers and capturing market share from competitors.
* Managed extensive sales pipeline of target companies for the US and Canadian programs to fill competitive gaps and/or replace existing partnerships or to enhance the program.
* Played an integral role in the launch of the Easy Savings program in the US; ultimately driving the international expansion of program into the United Kingdom, Canada, Mexico and China.
* Designed and implemented three different partner networks (Hotel, Dining and Fuel); consisting of 35K+ national/regional hotels, restaurants and fuel locations across the United States. Generated incremental merchant fee revenue of $1.5M in 2016.

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* Handpicked by executive management to be part of a cross-functional team representing Commercial Products Division for digital enablement of card products for mobile payment products Apple Pay, Android Pay, and Samsung Pay.
* Managed key strategic alliance relationships with such high profile entities as Continental / United Airlines, FleetCor Technologies (Fuelman Network), Monster.com, Avis Budget Group and Microsoft.
* Coordinated and executed the initial marketing budget of $14M for the Easy Savings Program; employing CRM expertise to garner 20%+ year-over-year growth in enrolled cardholders.

**WYNDHAM HOTEL GROUP**, Parsippany, NJ **2002 – 2006**

**Director of Strategic Relationship Group**

Began tenure as the Director of Loyalty and Direct Marketing. Responsibilities included managing and developing a broad array of strategic partnerships.

* Negotiated agreements and managed top performing, cross-functional team focused on launching first Wyndham Rewards co-branded credit card with MBNA and MasterCard; Initiated various CRM campaigns which generated 17M cardholders within the first year.
* Successfully negotiated a multi-year agreement for Wingate’s participation in American Express’ OPEN Savings Program as an acquisition tool to attract small business customers.
* Fostered and cultivated international partnerships within the United Kingdom, German, and Chinese markets.
* Led Trip Rewards Program launch in 2003 with 1.7M members; driving growth by 311% to 7M enrolled members by 2006.

**AMERICAN EXPRESS CARDS**, New York, NY **2000 – 2002**

**Senior Manager of Business Alliances, Consumer Card Services**

Employed business development negotiation expertise to drive growth of a diverse portfolio of Membership Reward Partners.

* Strategically negotiated partnership agreements with external partners such as Delta Air Lines, Continental Airlines, Hilton Hotel Worldwide, Marriott International, Starwood Hotels and Resorts, The Gap, and Disney Corporation.
* Managed sales pipeline international Membership Rewards partners wanting to enter the US market.
* Oversaw, negotiated and managed co-branded credit card portfolio for the Hilton HHonors Program.

**PRIOR RELEVANT EXPERIENCE**

**THE HERTZ CORPORATION**, Park Ridge, NJ

**Manager, Travel Industry Marketing, International/Domestic**

Began tenure as a Car Rental Pricing Analyst to rapidly progress to the managerial distinction. Held full accountability for managing a diverse portfolio of accounts with both domestic and international airlines.

* Oversaw company’s participation in frequent flyer programs across the world.
* Successfully increased trackable revenue by 43% for assigned accounts.
* Orchestrated development and negotiation of an enhanced mileage structure; reducing mileage expenses by 50% to $18M annually. Ultimately revolutionized the way all car rental companies awarded airline miles.

**Education**

**Bachelor of Science Marketing, Minor in Accounting,** Fairleigh Dickinson University, Madison, NJ

**OF NOTE**

* **Technology Summary:** Well versed in MS Office (Word, Excel, PowerPoint), social media (LinkedIn, Twitter and Facebook)