



Customer Service Summit

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Getting Ahead by Getting Personal

How Bill Filonuk, Managing Director - Head of Asset Servicing Division Capital Markets R&D for Bank of New York Mellon, has found success in good times and bad.



Ask Bill Filonuk what his best advice is for weathering the current economic crisis and he can sum it up in one word — communication. When the markets recently tanked, Filonuk found that by keeping in close contact with his clients, explaining what was

happening, helping them to understand the markets, the new regulations, and talking them through their options — people remained calm. The biggest enemy of a recession is fear. But by becoming personal and listening to people's concerns, Filonuk has been able to assist his clients in weathering the storm. And he's easy to talk to. It's no wonder that after a few minutes confiding in him, a client will leave confident they have the best man for the job on their side.

And they're right.

For not only does Filonuk know how to talk, he knows how to listen. That's what sets him apart and keeps him well liked and trusted by his clients and peers alike. For Filonuk, having such a social aspect to his job couldn't make him happier. Some of his most

valuable life lessons have come from visiting with his clients and other members within his company. By holding regular Q&A sessions, he found that his fellow employees could all learn a great deal from each other. And by making everyone smarter, everyone becomes more effective in their job.

In fact, by keeping constant lines of communication open with those around him, Filonuk has amassed a broad network over the years. From clients, to fellow employees, bosses, mentors, teachers, writers — Filonuk has a solid base of professionals from which to draw inspiration.

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His ability to come at problems from a new perspective was learned early on in Filonuk's career. While working for JP Morgan in the early 90's as Global Custody Product Manager, Filonuk was transferred

off U.S. soil. He could've easily picked an English speaking country to relocate to, one that would remind him most of home. But instead, Filonuk headed for Belgium. It's a choice he wouldn't change for the world, as the move greatly shaped his character and his career. In Belgium, not only did he learn the language and the culture, he experienced a completely different perspective of the United States. "It's very eye opening," gushes Filonuk, "I would recommend it (living abroad) to anyone."

While in Belgium, he got an in-depth experience handling clients when Europe transferred over to the Euro. Freshly new with Bank of New York, Filonuk was right on the front lines for the conversion. When the

When the recent recession hit is when Filonuk began his new motto of "doing more with less." When people are uncertain about the future, they have an enormous demand for advice. Yet at the same time there were only so many resources available to provide such advice. But that wasn't a dilemma that phased Filonuk. By keeping focused on what's really important, and realizing his means were limited, he learned to work smarter. "Innovation is really taking what you have already and figuring out how to use it in new and better ways," according to Filonuk, adding "it's a marathon, not a sprint."

In the end, Filonuk feels the best way to succeed is to truly have a passion for what you do. And it sure

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popular thought was that the process would be slow and take years to accomplish, Filonuk felt differently. "Based on the analysis I did, speaking with our clients...I came to the conclusion the institutional level would go big bang." And that is exactly what ended up happening. That experience taught him that by talking with people and finding others who felt the same way he did, they were able to spread their knowledge and influence to others. It's grass roots, and it works.

is apparent he loves his job. When asked what he loves best about Bank of New York Mellon, Filonuk is quick to answer. "We have an amazing depth and breadth of not only ability, but of people. We have such awesome capability." Trying to find a way to harness all that power and deliver it simply to his clients is what keeps Filonuk inspired. He wants people be able to exceed their expectations. And in the end, that's what it's really all about.



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