

Please contact Michael Montgomery at (719) 385-5540 or michael.montgomery@coloradosprings.gov Submit Date: July 24, 2020 with questions.

## Application for City of Colorado Springs Boards & Commissions

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### Profile

Jacob \_\_\_\_\_ V \_\_\_\_\_ Pruitt \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Suite or Apartment

Colorado Springs \_\_\_\_\_ CO \_\_\_\_\_ 80921  
City State Postal Code

\_\_\_\_\_  
Primary Phone

Home: \_\_\_\_\_  
Alternate Phone

T Rowe Price \_\_\_\_\_  
Employer

Vice President and General Manager \_\_\_\_\_  
Job Title

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### Are you applying to be a Youth Ambassador?

Yes  No

### High School Name / Grade Level

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### Are you a resident of the City of Colorado Springs?

Yes  No

### Do you own property within the City of Colorado Springs?

Yes  No

### Which Boards would you like to apply for?

Colorado Springs Health Foundation : Submitted

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### Interests & Experiences

### Why are you interested in serving on a board or commission?

I am applying for this board to help address health disparities within the Colorado Springs community and offer creative solutions for community investment.

[JPruitt-RESUME\\_07212020.pdf](#)

Upload a Resume

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## Demographics

City Council seeks to have diversity in making appointments to boards, commissions and committees. It is the policy of the City Council to make appointments to the citizen boards, commissions, and committees, based on the needs of the City as well as the interests and qualifications of each applicant without discrimination based on race, color, national origin or ancestry, gender, religious convictions, disability, age, or sexual orientation.

Completion of this section of the application is VOLUNTARY and in no way affects the decision regarding your appointment to a Board, Committee or Commission. This information is confidential and will be maintained separately from your application.

## Ethnicity

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African American

## Gender

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Male

Female

Date of Birth

## How did you hear about this position?

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Community Outreach

# JACOB V. PRUITT

## SENIOR EXECUTIVE LEADER: FINANCIAL SERVICES

*Leveraging functional business expertise to drive global distribution of targeted revenue-generating products.*

### —EXPERIENCE—

**T. ROWE PRICE (NASDAQ-GS: TROW)** Colorado Springs, CO Baltimore, MD (HQ) | 2014–Present  
*Global investment management firm. \$1.12T assets. 51 countries/8000 employees. The Colorado Springs site has 1000 employees.*

#### VP, HEAD OF NATIONAL ACCOUNTS/DONOR ADVISED FUNDS & GENERAL MANAGER, COLORADO SPRINGS OPERATIONS

*Scope: \$75B assets. \$300M revenue. \$50M operating budget. Clients to \$15B. Direct report to President & Board of Directors.*

**Oversee network of VP/senior executives** for large market 401(k), public 457(b) deferred compensation, 403(b) corporate clients and high net worth (HNW) individuals as head of the TRP Program for Charitable Giving. Concurrently, **GM of 1000-employee Colorado Springs site**, optimizing operations, strategy, technology, and resources to provide the highest value customer experience. **Brand ambassador** to regional governments, local communities, and industry peers.

- **Secured \$5M investment** from the Board of Directors to execute a 6-year strategy on target to grow the Donor Advised Funds business from **\$500M to \$1B. Increased net new flow by 30% (\$400M) in first year alone.**
- **Generated \$5B new revenue for the firm** through a comprehensive restructuring of Client Services and top 100 client relationships, including a campaign of brand awareness, digital engagement, and thought leadership.
  - Met with leaders, direct reports, peers, and all stakeholders to assess organizational capacity, KPIs, associate engagement, skillset alignment, technology infrastructure, business practices, client/advisor satisfaction.
  - Redesigned sales operating model and business strategy with positive results: NPS rose to 90%. Retention rate up 10% to 100%. Advisor engagement up 50%. Converted CRM system to Salesforce for 10K clients.
- **Co-founded** the T. Rowe Price Diversity & Inclusion Operating Council. **Launched** the Veterans Business Resource Group, VALOR, in support of veterans in the firm and community. Strategically granted \$1M in the community.

#### THE VANGUARD GROUP

Valley Forge, PA (HQ) | 2007–2014

#### HEAD OF NATIONAL SALES & DEFINED CONTRIBUTION INVESTMENT ONLY (DCIO)

*Scope: \$65B assets. \$200M revenue. \$25M operating budget. Clients to \$5B.*

**Led business strategy and execution** for mutual funds and Exchange Traded Funds (ETF) across all distribution channels (Independent Regional Advisors, Wire Houses, Key Accounts, Internal Sales). Formulated multiyear plan that redesigned the field sales model, onboarding process, internal sales coverage, performance incentives, and key client coverage that **ignited \$3B new revenue (+25%) in the first year alone.**

- **Implemented a sales distribution strategy** focused on solution selling, ETF product knowledge, territory reorganization, time management, and overcoming customer objections.
- **Maximized field coverage** through advisor segmentation and redesigning 12 sales territories to 36 with 1-to-1 internal sales desk alignment. Visited all territories over 18-month period to evaluate progress and success.
- Grew Net Promoter Scores and increased advisor retention (from **83% to 88%**). Reduced travel costs by **\$1M**.
- Top Sales Management Award, 2012 | Senior Leadership Development Program, 2011.

**FIDELITY INVESTMENTS**

Boston, MA (HQ) | 1999–2007

**DIRECTOR OF RELATIONSHIP MANAGEMENT—EMERGING CORPORATE MARKETS**

*Scope: \$25B assets. \$50M revenue. \$5M operating budget. Clients to \$500M.*

**Notable as an exceptional first foray into sales.** Generated positive results in recruiting, developing, and incentivizing the relationship management team to build business with defined contribution, defined benefit, and payroll clients.

- Led e-commerce initiative that enabled a **50% uptick** in use of web-based services and **\$5M in cost savings**.
- Integrated 4 CRM systems into one single application for **additional cost savings** and headcount reduction.
- Maintained retention rate of **99.5%** and customer satisfaction rating of **99%**.
- Relationship Management Achiever Award, 2001 | Outstanding Service Award, 2000.

**BANKERS TRUST COMPANY**

New York, NY (HQ) | 1992–1999

**ASSISTANT VP, CLIENT SERVICES OPERATION AND IMPLEMENTATION**

**Hired directly out of college**, participated in management training program. Received Outstanding Service Award for converting 500 clients, systems, and operating models following the acquisitions of NationsBank and Boatmen's Bank.

**—EDUCATION & CREDENTIALS—**

- Harvard Business School**—Public Education Leadership Institute, 2019
- Stanford University Graduate School of Business**—Executive Management Program, 2013
- University of Chicago**—Executive Sales Management, 2011
- Tennessee State University** (Nashville)—Political Science/Business Management, 1992
- FINRA Licenses 6, 7, 24, 26, and 63

**—HONORS—**

- United States Marine Corps, Persian Gulf Veteran, decorated 8 times
- Colorado Investment Services Coalition Member, 2017
- TRP Senior Executive Change Leader Program, 2017 | Client Excellence Award, 2016 | Diversity Champion Award, 2015

**—CURRENT BOARD SERVICE—**

- Board of Directors (past Chair), Colorado Springs Chamber of Commerce & EDC
- Board of Trustees, University of Colorado Foundation
- Board of Directors, Teach for America