

David M. Hillebrand

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STRATEGIC SALES & SOLUTIONS LEADER | GLOBAL MARKETS | RISK MANAGEMENT | CLIENT ADVISORY

Versatile and analytical executive with 15+ years of experience driving revenue growth through strategic client engagement, solution-based selling, and market insights. Proven success advising C-suite leaders, building cross-functional partnerships, and developing scalable tools to accelerate impact. Skilled in new business development and process optimization, with a strong foundation in risk mitigation, data storytelling, and stakeholder alignment.

- ▶ **Strategic Sales Leader** with a track record of driving revenue growth through solution-oriented selling, client acquisition, and market expansion. Expert in consultative sales strategies, cross-functional collaboration, and delivering enterprise-level financial solutions across diverse industries.
- ▶ **Data-Driven Advisor** skilled in leveraging analytics, market intelligence, and client insights to craft tailored FX and risk management strategies. Proven ability to streamline internal processes and develop tools that accelerate decision-making and enhance client engagement.
- ▶ **Trusted Executive Partner** with 15+ years advising C-suite and senior stakeholders on risk mitigation, global markets, and transactional strategies. Recognized for fostering long-term client relationships, optimizing internal workflows, and generating measurable business impact across multiple institutions.

LEADERSHIP PROGRESSION & CAREER HIGHLIGHTS

JP Morgan Chase | Houston, TX

Executive Director, Transactional FX

2022 – Present

Global Financial Institution | \$3.2T in assets | Leading corporate client base | National FX coverage model

Oversight: Led FX sales efforts targeting corporate treasury teams, accelerating revenue through high-impact cross-border payment solutions. Built and deepened relationships to uncover new payment flows and drive sustained portfolio growth.

Led the growth and transformation of transactional FX sales, delivering double-digit YoY revenue growth through proactive client targeting, strategic advisory, and operational excellence. Partnered across banking, treasury, and product teams to deliver integrated FX solutions that improved client outcomes and firm profitability. Acted as a key conduit for translating market complexity into actionable strategies, fostering trust and execution readiness across teams.

- ▶ **Sales Strategy:** Developed and executed transactional FX strategies tailored to client needs across industries, optimizing payment flows, currency conversion, and settlement costs while enhancing competitiveness and wallet share.
- ▶ **Revenue Growth:** Drove consistent double-digit growth through new client acquisition, expansion of existing relationships, and delivery of customized FX solutions resulting in \$1MM+ revenue opportunities.
- ▶ **Client Advisory:** Served as a strategic partner to corporate clients and internal stakeholders, translating global market movements into tailored FX execution plans. Increased client retention and value delivered through thought leadership and insight-based advisory.
- ▶ **Internal Enablement:** Equipped relationship managers and product teams with FX playbooks, market commentary, and opportunity frameworks to accelerate adoption and improve client dialogue, resulting in increased FX penetration across the platform.

PNC Bank | Houston, TX

Director, FX Sales

2018 – 2022

Top-10 U.S. Commercial Bank | \$560B+ in assets | Middle-market and corporate client segments nationwide

Oversight: FX sales strategy for Southwest region; relationship management with commercial bankers and treasury officers; development and execution of hedging strategies; expansion into underpenetrated markets.

Expanded PNC's FX footprint across the Southwest & Pacific region by building strong banker engagement, delivering tailored risk solutions, and embedding FX into broader treasury conversations. Leveraged client data and transaction trends to construct more responsive, proactive sales processes that strengthened retention and uncovered new revenue opportunities.

- ▶ **Revenue Growth:** More than doubled revenue within the existing FX portfolio while expanding the customer base by over 40% through strategic targeting and relationship development.
- ▶ **Cross-Sell Strategy:** Collaborated with 135+ bankers nationally to identify and close FX opportunities, generating \$2M+ in incremental revenue from integrated deal execution.
- ▶ **Risk Management:** Delivered bespoke hedging and FX risk mitigation strategies to both domestic and international clients, helping some reduce exposure-related costs by more than 20%.
- ▶ **Sales Enablement:** Created new tools to consolidate client data and sales intelligence, streamlining the sales process by 200% and improving speed-to-execution during high-volume trading periods

Wells Fargo | Atlanta, GA

Associate, FX Sales & Trading

2011 – 2018

Top-5 U.S. Bank | Global Markets Division | Corporate & Commercial Banking Clients

Oversight: *Supported FX sales strategy for middle-market and large corporate clients; risk advisory across hedging instruments; internal process innovation and sales enablement.*

Developed deep FX product expertise and built a reputation as a collaborative, data-driven partner across sales, trading, and support teams. Played a pivotal role in improving client engagement through analytics, streamlining internal processes, and contributing to strategic growth initiatives.

- ▶ **Risk Advisory:** Advised clients with \$50M–\$1B in revenue on currency exposures, delivering tailored hedging strategies using Spot, Forward, NDFs, Options, and cross-currency swaps.
- ▶ **Sales Enablement:** Built analytics and reporting tools adopted across the bank, including one shared internationally and with senior leadership to enhance client behavior insights and trading patterns.
- ▶ **Process Optimization:** Created automated reporting solutions for transaction histories, revenue trends, and portfolio tracking—saving significant time and improving relationship management efficiency.
- ▶ **Cross-Functional Collaboration:** Coordinated across Operations, Credit, Investigations, and Relationship Management to streamline execution and improve client experience.
- ▶ **Leadership Development:** Only analyst selected to serve on the Outriders Committee—an internal think tank tasked with advising senior leadership and driving new FX growth initiatives.
- ▶ **Strategic Projects:** Appointed to multiple bank-wide teams focused on innovation, internal program improvement, and identifying areas for business expansion.

SunTrust Robinson Humphrey | Atlanta, GA

Analyst, FX Sales & Trading – Investment Banking Division
Specialist, Capital Markets Operations – Middle Office

2008-2011

Regional Investment Bank (now part of Truist) | Institutional clients and middle-market corporates

Oversight: *Pre-trade analytics, pitch support, trade lifecycle management, and FX client servicing; system improvements and reporting alignment between front office and operations.*

Built foundational FX expertise across both front- and middle-office roles, supporting senior sales leaders with analytical insights, client materials, and performance reporting. Played a critical role in improving the quality, speed, and customization of client-facing deliverables, and contributed to multiple internal initiatives to scale capabilities.

EDUCATION

Bachelor of Business Administration, Finance | University of Georgia, Terry College of Business, Athens, GA