A Commercial Analytics Engine, Built from Zero

VP, Commercial Analytics & Sales Force Effectiveness · Synchrony Financial · pre-IPO through 2019

THE SITUATION

Recruited ahead of the 2014 IPO to build a Commercial Analytics center of excellence from zero, unifying CareCredit, Payment Solutions, and Retail Card across an $87B portfolio, 410K+ partner locations, and more than thirty sales teams.

WHAT WAS AT STAKE

IPO readiness and the credibility of organic growth. A portfolio of that scale cannot show public investors repeatable growth on anecdote. It needs measured proof of which commercial actions produce a return.

WHAT WAS DONE

Engineered "Visit Impact," a framework that measured the incremental return of every sales touch and scaled the highest-return actions across all thirty-plus teams. Unified Salesforce master data with a Birst semantic layer, a deployment Salesforce named a Best Practice, and built co-analytics portals that put the intelligence directly in partners' hands.

THE RESULT

Visit Impact added $99M a year in incremental purchase volume; it was part of $600M+ in organic growth her team's programs drove. Client executives cited the co-analytics portals as a top-three reason for renewing a $3B strategic partnership. Recognized as Chairman's MVP.

> *Voted "Most Valued Partner" and "Most Requested Speaker" by the sales leaders the engine was built to serve.*
>
> Synchrony Financial sales leadership

BY THE NUMBERS

$99M/yr
Incremental purchase volume from Visit Impact

30+
Sales teams on one commercial engine

$87B
Portfolio across 410K+ partner locations

$3B
Strategic partnership renewed

Results from Rebecca S. Lininger's corporate leadership roles.
Detailed references available to qualified sponsors, boards, and executives.

The Lininger Group · Houston
OperationalAlpha@LiningerGroup.com · LiningerGroup.com