

# JONATHON C. NEIL

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## Expertise / Leadership

Jonathon is a Senior Consultant for ADI with expertise in Fair Lending compliance, CRA compliance, data modeling and mining, analytics, programming, and geographic information systems. He assists financial institutions on Fair Lending and CRA compliance projects; market research and analysis; and data integrity and quality analysis. Jonathon is also responsible for the design, building, and administration of ADI's proprietary data warehouse and business intelligence system, which ADI uses in support of client projects.

Prior to joining ADI, Jonathon held management positions with industry leaders AutoZone, Inc. and The ServiceMaster Company LLC. His responsibilities included: financial controllership and analysis; internet and direct marketing analysis; internet marketing strategy; regression and predictive modeling; and data mining.

## Professional Experience

### **ADI Compliance Consulting, Inc., 2014-Present**

#### *Senior Consultant*

- Assists financial institutions through various compliance services regarding analysis, auditing, and research
- Develops data assets and process improvement to support client and business objectives

### **The Service Master Company LLC / The Terminix International Company LP, 2011-2014**

#### *Manager of Digital Marketing and Analysis*

- Managed digital analytics activities for the entire portfolio of home service brands
- Conducted ad-hoc analyses including predictive modeling to support business objectives
- Led the development and execution of digital marketing strategies to increase leads and sales

### **AutoZone Inc., 2008-2011**

#### *Senior Financial Analysis, E-Commerce*

- Managed the financial control activities of the E-Commerce department
- Led a team of web analysts in supporting the department's reporting and analysis needs

### **ADI Compliance Consulting Inc., 2003-2006**

#### *Consultant*

- Assisted clients with loan portfolio audits, compliance analyses, and other compliance services
- Optimized data collection processes to enhance project management and analysis capabilities

## **Education / Credentials**

- Masters of Business Administration (Finance and Accounting) from Vanderbilt University
- Bachelor of Science in Business Administration (Finance) from the University of Tennessee-Knoxville.
- Certified public accountant (inactive) in the state of Tennessee.