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Uma Zielinski, SVP – Business Development



Uma Zielinski is Senior Vice President of Business Development at SRM (Strategic Resource Management, Inc.), an independent firm that helps financial institutions identify cost savings and new revenue potential in their contractual relationships.

Zielinski joined SRM in 2015 with more than 25 years of financial services, account management, and business development experience, successfully leading a broad range of sales and marketing initiatives.

A top-performing professional in the financial services industry, Zielinski came to SRM from Deluxe Corporation where she worked closely with banks and credit unions, along with state associations, in both business development and account management roles. Her previous experience includes Sales Management for Paychex, Major Account Management for Xerox, and being Vice President for First American Trust Company.

Zielinski's significant business development expertise includes consultative selling techniques, identifying and closing opportunities for revenue and market share growth, and managing all aspects of prospective territory development. With a proven track record of increasing revenues and improving operating efficiency, Zielinski has helped numerous companies increase profitability.

Zielinski holds a bachelor's degree from Eastern Michigan University. She is based in Columbus, Ohio, and manages new client development efforts with banks and credit unions in Illinois, Indiana, Kentucky, Maryland, Michigan, Ohio, Wisconsin, and West Virginia.

About SRM

SRM (Strategic Resource Management) has been trusted by more than 700 financial institutions to identify cost savings and new revenue potential in their contract relationships. Over its 25-year history, SRM has earned a reputation for vendor neutrality and financial responsibility. Using a proprietary database of industry contracts and pricing to establish industry benchmarks, SRM's thousands of performance-based engagements have saved its clients billions of dollars across a variety of areas. Visit www.srmcorp.com for more information and follow the company [@SRMCorp](https://twitter.com/SRMCorp).