



Robin R Reeder

President | Intelligent Circle Marketing

Robin Reeder is the president and founder of Intelligent Circle Marketing, a boutique marketing and business development firm. Ms Reeder manages brand opportunities; catalyst strategies; and business services for organizations in financial services, corporate, and government markets.

Ms. Reeder has been a lead strategist and planner for consumer and business campaigns to inform, educate, and promote electronic and ACH payments for 20 years. Her leadership of industry coalitions formed to improve electronic payment business practices through marketing, education, and awareness has contributed to growing the use of ACH payments by U.S. consumers.

As the architect of PayItGreen™ - developed during her tenure at NACHA – Ms Reeder is a subject matter expert in developing and implementing paperless strategies and practices for bills, statements, and payments. The original PayItGreen™ Alliance is a collaborative eco-business initiative funded and developed by the financial services and consumer billing industries¹. Ms. Reeder is also widely recognized for her leadership of the national marketing campaign to promote the ACH brands - direct deposit, direct payment, and check conversion.

Ms. Reeder's background includes national and international event planning, marketing, and operations; development, sales, and coordination of corporate sponsorship packages; tradeshow planning, sales, and operations; development, marketing, and coordinating special interest group member programs; product naming and branding; trade association management; and media and corporate relations.

Prior to founding Intelligent Circle Marketing in 2009, Ms. Reeder was a senior director, industry marketing and communications at NACHA-The Electronic Payments Association. Ms. Reeder is a graduate of University of Oregon and lives in the Washington, D.C. area.

¹ AT&T; Bank of America; BillMatrix; Capital One; CheckFree, is now part of Fiserv; Citi; Citizens Bank; Con Edison; Electronic Payments Network; Harris Bank; the Federal Reserve Banks; Fiserv; JPMorgan Chase; Qwest; the Regional Payment Associations; SunTrust Bank; U.S. Bank; Wachovia; and Wells Fargo. Coordinated by NACHA.