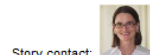



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The winning team (from left to right): Darrin Frampton, Andrea Soto and Paul Tobin.

Behind the Win: A New Day With U.S. Bank



Story contact: [Lester, Mary](#) on: 5/27/2014

The U.S. Bank account team in North America Markets (NAM) had a tough nut to crack. Their customer, the fifth largest commercial bank in the United States, was a steadfast Visa issuer. The team had secured long-term agreements for commercial business and also with Elan ATM and Debit Processing, yet the bank's consumer, small business and prepaid side of the house didn't seem to be motivated to formalize a relationship with MasterCard anytime soon.

But there were glimmers of light. First, a number of prepaid campus card wins, including a first-of-its-kind program in 2012 – the Wolfpack One Card. Next came a co-brand program with Edward Jones through Elan Financial Services, a U.S. Bank company, also in 2012.

All that perseverance paid off. In March, MasterCard signed our first-ever customer business agreement (CBA) with the consumer credit division within the bank, a seven-year commitment across small business, consumer credit, co-brand and prepaid, marking several years of dedicated selling and relationship building.

A Platform for Growth

"Having this agreement in place with U.S. Bank is very important to the team and to MasterCard," says Darrin Frampton, account team leader, U.S. Bank. "It provides MasterCard with a platform for tangible growth with this historically Visa-biased issuer."

How did the team do it? We applied a consistent 'feet on the street' sales approach, explains Paul Tobin, who is responsible for the bank's consumer business. "We met with as many people as possible within the bank and found advocates inside the company for our programs."

Adds Max Krause, general manager, Customer Account Management: "Nurturing relationships at the right level was also crucial. There was significant engagement at the executive level across all lines of business. And, finally, the partnership with the NAM Finance and Law teams was amazing. They are all rock stars."

Going the Extra Mile

Says Andrea Soto, who manages the bank's commercial programs for large and middle market companies: "We have been striving to develop a deeper partnership with U.S. Bank for a long time. The fact that our tenacity is paying off, the bank is realizing the value behind our brand and we have become a trusted advisor makes for a very exciting time for the relationship."

The new agreement immediately generated two wins: the American Red Cross disaster relief prepaid card program with an expected launch in the fourth quarter and a Visa conversion with the bank's largest co-brand partner, now in contract phase.

While the relationship blossoms, the team still has a lot of work to do. This year is one of systems integration so the bank can become a fully operational MasterCard issuer across all channels and products. The agreement also sets up MasterCard to sell in our value-added products and services in the near future. MasterCard now has CBAs with every major business line within U.S. Bank: consumer credit, commercial and Elan Debit.

Taking business away from a competitor can be daunting and finding a foothold requires perseverance and determination. The tide with U.S. Bank is turning, but there is much work left to do – another marathon to run – to increase our share with our new partner.

Highlights

- In March, MasterCard signed a seven-year deal with U.S. Bank, marking years of dedicated relationship building.
- The agreement gives our company a platform to grow our business and increase share.
- Two immediate wins generated: a prepaid card program with the American Red Cross and a large co-brand conversion (to be announced).

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[Singer, Jay](#) 5/30/2014 10:20 AM

Love it! You guys were terrific in marshalling resources and the power of MC to get this done. Congratulations!



[Torreyson, Denise](#) 5/30/2014 9:52 AM

Congratulations! Looking forward to working with each of you to enrich the relationship!



[Box, Gregory](#) 5/30/2014 9:51 AM

Congratulations! Well done US Bank Account Team.



[Benning, Rachel](#) 5/29/2014 11:40 AM

Congratulations this is fantastic!



[Warner, Susan](#) 5/29/2014 11:25 AM

Love all these comments! Congratulations to the team!



[Peters, Eric](#) 5/29/2014 10:50 AM

All that hard work and perseverance paid off. Congratulations to the entire US Bank Account Team!



[Aston, Rich](#) 5/29/2014 10:50 AM

Fabulous win! Congrats and well done Paul, Andrea, Darrin and team!



[Lopes, Neeta](#) 5/29/2014 10:46 AM

Congratulations Paul, Andrea and Darrin and all those who were involved to pull this together. Nicely done and thank you for bringing this home.



[Owens, Bruce](#) 5/29/2014 9:59 AM

Awesome - loved seeing this!



[Berdugo, Andrea](#) 5/29/2014 8:50 AM

Congratulations to the US Bank Account team!

