



Chuck Ullan
EVP of Strategy & Finance
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Chuck Ullan heads the strategy and finance functions for AllTrust Networks. He also analyzes AllTrust's user and transaction databases to improve risk recommendations. Prior to joining AllTrust Networks, Chuck was a Director of Marketing Analysis at AOL. During his 9 years at AOL, he led teams analyzing website performance, effectiveness of acquisition & retention programs, new service development & pricing, and partner marketing deals. He has also worked in a finance role at the Walt Disney Studios. Chuck holds a BA in Economics from UCLA and MBA with concentrations in marketing & finance from the University of Maryland.

MONDAY, August 9, 4:15 p.m.
Financial Service Session – Concurrent Session 4C
Using Alternative Financial Services to Reach Hispanic Consumers –
INTERMEDIATE

