

Jonathan Voorhees BIO



Jonathan “Jon” Voorhees brings to the table extensive executive experience leading distribution strategy, planning and execution teams. Following a 30+ year career, largely in the financial services industry, Mr. Voorhees started BankDistributionStrategies.com to help banks and credit unions develop workable strategies for their branch and ATM networks. Jon sits on the Board of Directors of ARCA Technologies, LLC, a leading global manufacturer of teller cash recyclers.

Today, Jon works almost exclusively with credit unions and community banks to help them better understand how their branch and ATM networks perform today and lay out a 5-10 year plan for branch optimization and expansion.

Previously, Mr. Voorhees led the Retail Distribution Execution function at Bank of America, where his responsibilities included leading a team of experts in executing the bank’s physical distribution strategy through design and management of a series of programs from new branch deployment to site upgrades, consolidations and divestitures.

Prior to that role, Mr. Voorhees led the Retail Distribution Strategy function for Bank of America and two predecessor banks (FleetBoston and BankBoston). In those roles, his responsibilities included developing an overall physical distribution strategy and annual tactical plans.

Previous roles included senior management positions at Equifax/National Decision Systems, where he held a variety of roles, and First Interstate Bank of California where he managed the Strategic Marketing Research function.

Jon received his BA degree in Economic Geography from California State University at Northridge, holds certificates from the ABA Strategic Planning School and BMA School of Marketing Research, and is a certified Six Sigma greenbelt.

Jon lives in Bellingham WA.