

Matthew Doyle

Director, Banking & Financial Services

StraussGroup, Inc.

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Position Description and Candidate Specification

First Vice President, Director of Cash Management

THE COMPANY

Based in Western New York, First Niagara Financial Group Inc. (NASDAQ: FNFG) is an established, growing and successful financial services company with businesses organized around retail and commercial banking, insurance and asset management. Through its wholly owned subsidiary, First Niagara Bank, FNFG had assets of \$14.1 billion and deposits of \$9.9 billion as of September 30, 2009.

First Niagara Bank is a community-oriented bank providing financial services to individuals, families and businesses through its 171 branch network and five Regional Market Centers across Upstate New York (Syracuse, Albany, Rochester and Buffalo) and Western Pennsylvania. In July 2009, First Niagara announced plans to acquire Harleysville National Corporation and its \$5.2 billion in assets and 83 branches in the Philadelphia area, subject to regulatory and Harleysville shareholder approval. For updated information on this visit www.fnfg.com.

Founded in 1870 as Farmers and Mechanics Savings Bank and operating as Lockport Savings Bank until 2001, First Niagara made its first of five bank purchases in 2000 and began diversifying financial services offerings in 1998 with the acquisition of the first of seven insurance agencies. First Niagara acquired a variety of other related companies over the years, including asset management, benefits consulting, and specialty finance firms.

First Niagara Financial Group is well-capitalized and positioned to continue their growth strategy in 2010 and beyond. While their senior management team has done a formidable job of growing the company and managing its culture, there is now a need for an additional senior executive to oversee retail administration for the company.

JOB SUMMARY

- Responsible for management of sales, channel management, product development, and operations functions within the Cash Management/Treasury Management product line.
- Oversee the business-wide reporting functions, including, but not limited to; production, commissions, profitability, risk & control management, cross-selling, marketing effectiveness, operational efficiency, customer satisfaction ratings, strength of product array, etc.
- Provide leadership, direction, control and improvements within business unit.
- Recruit and retain top talent.
- Lead an effective sales management program including effective partnerships with other business lines to maximize sales and revenue potential.
- Maintain and develop product set with forward-looking approach to maintain strong competitive position and meet customer needs in all markets/regions.
- Develop and support international banking solutions.
- Oversee all operations functions and ensure the delivery of consistent high quality customer service.

JOB SPECIFICATIONS

- Minimum of 5 years proven Cash Management/Treasury Management experience, including International Banking solutions
- Strong general understanding of business banking.
- Proven project management background with proven experience in implementing material changes.
- Must be comfortable with hands-on management.
- Bachelor's degree in Business, Finance or Accounting; MBA or equivalent experience.

COMPETENCIES

- **Leadership** – Setting and modeling high performance standards and motivating a team of people, including non-direct reports, to continually evolve and achieve agreed-upon outcomes.
- **Creativity and Strategic Focus** – Ability to continually create solutions that allows the organization to progress and maintain a competitive advantage given the resources available. Continually focused on future developments and opportunities.
- **Industry Understanding** – A strong working knowledge of all functional areas of cash management/treasury, as well as all facets of commercial/business banking.
- **Technical and Analytical** – An expert in technical issues related to cash management i.e. operational technology, cutting edge cash management products and services, etc.
- **Project Management** – Ability to plan and implement projects through the use of effective project management techniques.
- **Customer Focused** – Approaches all situations from the perspective of the customer (outward looking) versus operational (inward looking) first and foremost. Ability to gain an understanding of customer needs and design products and services around the customer and/or those who service the customer (sales force).

- **Communications** – Ability to effectively communicate ideas, actions and decisions, whether verbally or written, in order to advance the strategy of the organization and drive continuous progressive change.

QUANTITATIVE ASPECTS OF THE POSITION

Direct reports: 3 (Head of Cash Management Sales, Cash Management Operations Manager, Head of Treasury Customer Service)

Total Reports: 50-55