

NATASHA RODRIGUES

Head of Customer Acquisition – Home Ownership | NAB



Melbourne, Australia



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[Natasha D'Souza \(LinkedIn\)](#)

SKILLS

Strategy, Planning & Growth initiatives

Product & Risk management

Transformation & Operational change delivery

Financial discipline

Stakeholder Management

Frontline banking (sales & service experience)

EDUCATION

CFA

Boston USA - 2013

Chartered Financial Analyst Levels 1-3 candidate

Monash University

Melbourne, VIC • 2009

Bachelor of Business – Banking & Finance

REFERENCES

On request

SUMMARY

With more than 15 years of experience at NAB across Customer Divisions, Product, Group Strategy and Operational Transformation, I bring extensive experience in navigating complex enterprise environments and effectively influencing stakeholders to achieve shared goals. I am a values-driven, results-oriented leader committed to advancing NAB's ambitious growth & returns agenda as a trusted advisor and partner.

PROFESSIONAL EXPERIENCE

HEAD OF CUSTOMER ACQUISITION – CONSUMER & BUSINESS | HOME OWNERSHIP DOMAIN (HOD)

DEC 2021 - CURRENT

Responsible for growing a ~\$350Bn portfolio across NABs digital, Retail, Business Bank and Broker channels via proposition, pricing, policy, process and transformation initiatives. These also include accountability for the Portfolios Marketing spend (~\$20m) and Digital assets.

Key achievements include:

- Successful decommission of a legacy asset in favour of a new integrated platform contributing to a faster time to yes for customers (Home lending approvals improved from ~30 days to 5 days) and delivered ~\$15m in productivity outcomes to the Enterprise
- Launched tailored proposition initiatives to drive growth in priority segments across the Consumer & Business bank leading to an uplift in application momentum ~\$150m per week

SENIOR MANAGER – DISTRIBUTION PERFORMANCE | HOME OWNERSHIP DOMAIN (HOD)

OCT 2020 – DEC 2021

Responsible for supporting the HOD and Distribution Executives delivery on growth & retention priorities to drive proprietary momentum and banker productivity.

Key achievements include:

- Delivered the 'E2E Retail HL Sales diagnostic' emphasizing key areas of the value chain (i.e. marketing, leads, pipeline management and sales discipline).
- Delivered a banker productivity visual to inform areas of underperformance and prioritise interventions leading to ~50% productivity uplift in 6 months

MANAGER – STRATEGIC INITIATIVES | DEPOSITS & TRANSACTIONAL SERVICES (D&TS)

JAN 2016 – OCT 2020

Responsible for building the financial models underpinning key strategic initiatives, including prioritization of investment slate spend and return on investment thresholds

SENIOR CONSULTANT – NAB GROUP STRATEGY

FEB 2011 – JAN 2016

Part of NABs in house resource pool of consulting with experience skewed to

- Personal Banking (2 years)
- Capital Markets and Treasury (1 year)
- Group Development – NAB Mergers & Acquisition (1 year)

VARIOUS ROLES ACROSS FRONTLINE SALES & SERVICE (INCLUDING NAB GRADUATE PROGRAM) BETWEEN 2009 & 2011