

# IBT Kicks Service, Offerings Up; Develops Niche Through Synergistic Partnerships and Innovation

By MYRIAM DI GIOVANNI  
CU Times Senior Staff Reporter

ATLANTA — For design/build firm IBT Enterprises Chairman and CEO Mylle Mangum it feels good to see the company living up to its potential.

Over the past 22 years IBT Enterprises has adapted and expanded its financial services in-store branching design roots to include everything from construction and project management to consulting and training services for retail banking environments while developing specialty retail.

“From the beginning when we brought two retail segments together in a mutually beneficial way with in-store banking and as we’ve broadened our reach, our focus has been to bring our thought, design and operational leadership to our clients,” said Mangum. “In addition to reinforcing our commitment to the financial services community by



**It has been great. Everything has come together to help bring our creative process into the physical manifestation of strategy and spirit.**  
—Mylle Mangum

broadening our scope of services, the shift to serving a specialty retail platform has allowed the company to benefit from an expanding client portfolio and new revenue streams.”

Mangum took over the company in 2003 with an eye on growth. At the time she says the firm was in debt and had shifted its focus from the financial services side to more millwork and fabrication.

“We rearranged our products and services, expanded into other markets and really just started living the energy behind our retail results tagline,” said Mangum. “Our major strength has always been our client relationships—they simply love us. Moving forward we’ve just been building on that trust they have in us and continue developing innovative solutions.”

To capitalize on key business trends and aggressively move forward with its growth plans meant having the right team in place so Mangum has worked on building not only a “dream team”, but creating an environment where top talent can thrive. Monthly meetings are held where the staff of 50 discusses everything from strategy and current projects to the latest company news.

“We try to create a sense of empowerment with every one of our employees,” said Mangum. “Our environment is one of shared responsibility and there is an excitement about what we’re doing that is drawing a lot of long service employees back. Our ability to bring speed to market is one of our critical strengths so working together and having the talent in-house and not outsourcing allows us to do that.”

Mangum’s strategy seems to be working. In 2006 the firm had a 20% increase in revenue.

In addition, partnerships, which have been key under

Mangum’s leadership continued in 2006. IBT not only signed a major partnership agreement with Banuestra Financial Corporation (formerly El Banco) to serve the Latino community, but also

formed an exclusive partnership with CUNA Strategic Services to help credit unions tailor their products and services for the underserved Latino community. Under the innovative program credit unions can reach out to the Latino market by offering needed products and services in a welcoming environment focusing on: promoting financial literacy, providing culturally sensitive branches and offering a mix of traditional and nontraditional products including check cashing services at fair fees. The program also offers performance training and consulting.

A partnership with human capital consulting/software firm TalentQuest to develop benchmarking profiles of common traits of top retail banking performers grants clients access to specialized services and a customized version of TalentQuest’s Web-based talent management system for financial service institutions. TalentQuest specializes in helping companies identify and develop the right talent for their culture and business strategy.

IBT has also extended its exclusive marketing relationship with Meijer, Inc. to market, design and construct in-store retail space for financial service providers looking to locate within Meijer stores.

As part of its holistic approach to service, IBT offers a client solutions center which provides an array of branch support including serving as a sales training and marketing resource. The firm also offers articles, white papers and MarketPulse survey results designed to provide timely insights and strategies.

IBT will host its 17<sup>th</sup> Annual Trends Conference April 15-17 at the Grand Hyatt in Atlanta. The conference is an executive event focused on organic growth, opportunities for reaching the unbanked and underbanked, latest trends and innovations in retail design and how to select, develop and retain the right talent.

“It has been great,” said Mangum. “Everything has come together to help bring our creative process into the physical manifestation of strategy and spirit. We’re pleased with the organic growth and we’ve been told that we’re offering some of the freshest research on financial services. Looking ahead we are just focused on moving onward and upward.”

—mdigiovanni@cutimes.com



From combining retail elements within the branch...



...to redefining a space to ensure the member experience is as unique as each credit union, IBT is focused on the future.