

**Marc DeCastro**  
**Research Director,**  
**Consumer Banking Engagement Strategies**



Marc DeCastro is Research Director for IDC Financial Insights responsible for the consumer banking engagement strategy practice. Mr. DeCastro's core research coverage includes the complete omni-experience journey for the retail customer, including branch transformation, digital product strategies, and onboarding. Based on his background covering the consumer banking space, Mr. DeCastro's research also includes a particular emphasis on how consumer trends and habits are forming the next generation products and services that utilize current and emerging technology.

#### **BACKGROUND**

Previously, Marc was the Vice President of MIS at Eastern Bank in Boston, Massachusetts and was responsible for setting the strategy and implementing all customer facing technology offerings as well as building the ERP platform. Marc served multiple positions at Eastern Bank during his 18-year career, spending time in areas including general services, bank operations, data center management, and retail banking. While at Eastern, Marc was successful at being the first Massachusetts bank to offer their customer's a mobile banking solution and developed a one of a kind online banking platform which garnered national recognition.

#### **EDUCATION/INDUSTRY ACCOMPLISHMENTS**

- M.B.A from Boston College Carroll Graduate School of Business
- Stonier Graduate Banking Program at Georgetown University
- ABA Bank Operations Banking Program at Vanderbilt University
- B.S. Business Administration from Boston University
- Frequent speaker, presenter and moderator at industry conferences as well as providing analysis for multiple media outlets including the American Banker, Bloomberg, FedScoop, CNBC and numerous client blogs.

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Research Director,  
Consumer Banking  
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- Over 20 Years of experience
- Research Content: omni-experience, digital product strategies, branch transformation, impact of consumer trends on nextgen products/services
- Marc blogs on the [IDC Community](#)
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