SPOTLIGHT



USER SPOTLIGHT

Tim Alexander

Co-founder and Chief Product Officer

About

judo bank

Headquarters

Melbourne, Australia

Asset Size

$2.3 billion AUD
(as of November 2020)

nCino Solutions

Commercial Banking

Get to Know

Tim Alexander is a co-founder and the Chief Product Officer at Judo Bank, a challenger bank headquartered in Melbourne, Australia.

In October 2016, Tim and his colleagues recognized a gap in the Australian banking marketplace, where the industry was no longer effectively meeting the evolving needs of small businesses. They sought to change that and founded Judo Bank with a 100% commitment to the Banking and Finance Oath and its core values of trust, teamwork, accountability and performance.

Prior to joining the founding executive team at Judo, Tim spent 24 years at National Australia Bank (NAB), where he served in a variety of senior roles including as a State Head of small- and medium-enterprise (SME) banking, and as National Head of small and emerging business, where he was responsible for over 40,000 customers. Tim also served as the Chief Executive Officer of Medfin, an NAB subsidiary that offers specialized banking services to healthcare professionals.

"Judo Bank was born out of the view that in Australian banking, the major banks had lost their way with SME customers," Tim says. "We believed there was a big opportunity for a new entrant to come in and approach the market in a different way— to make lending human again, transforming the banking landscape for the SMEs that need it most."

Tim's role at Judo has evolved over time, and today his primary focus is on lending and deposit products. He currently serves on Judo's Leadership Team and is executive sponsor of the nCino implementation project.

> *"nCino is a very important strategic partner for our business. The partnership continues to work extremely well – we have transparent and open conversations, and we know that the team is working very hard in the background for us."*
>
> – Tim Alexander
>
> *Co-founder and Chief Product Officer, Judo Bank*

ncino



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We Asked, They Answered

What is unique about Judo's culture?

From day one, we felt one of the defining features of our company would be our culture and the type of people we brought into the company. Our approach is almost counter-intuitive to the industry in that our core philosophy centers around relationship banking. We have a deep belief that Judo will be defined by our ability to serve our customers on a face-to-face basis.

We recognize that customer outcomes are the most important results we can achieve. Technology is obviously a really important piece, but it is there to enable, not to lead our offering. We won't be defined by our technology. We will be defined by our people, and they'll be enabled by really good technology.

When nCino was first introduced to Judo Bank in 2019, nCino was relatively new to the Asia-Pacific market. What gave your team the confidence to choose nCino?

We liked the people we met at nCino, and we got a sense that there was a serious commitment to the Australian market and the product. We liked the fact that nCino is a system built by bankers, for bankers, and that they understood what we were doing.

Early on we saw that nCino has a "can do" attitude about it—they move quickly and get stuff done. And that's proven to be the case through our own implementation. We're a young company and we're in a hurry. We didn't want to get caught up in a big group bureaucracy that couldn't deliver.

What, do you believe, are some key drivers of success in implementing nCino?

One key to success during implementation is communication. We implemented nCino in a COVID-19 environment, one where we were communicating virtually. Conversations that happened through osmosis in the office are ones we had to be more intentional about during this project.

We also had transparent conversations with the teams at nCino. We believe they are working hard in the background for us. The conversation is always professional, and we believe the nCino team has Judo's best interest in mind.

What advice would you want to impart to other institutions based on your experience in implementing nCino?

Make sure you have the right people from your team on the project, with various skills and experiences, who are empowered to make decisions fast. Quick decision making has enabled us to keep up the pace of the implementation project.

Having the right strategic implementation (SI) partner is key as well. Having a well-resourced SI partner in Accenture has been important for us— we needed that capability.

Lastly, don't be afraid to fail fast. If something's not working, call it out, deal with it and move on.

"It is our vision that, over time, nCino will not only be our single end-to-end system but also enable our aspirations to build artificial intelligence into our bank while maintaining our relationship-first banking philosophy."

– Tim Alexander

Co-founder and Chief Product Officer, Judo Bank