



Mr. Goodenough joined SWIFT in 2001. As Senior Business Manager for SWIFT, Dennis E. Goodenough III focuses on strategy for and promotion of SWIFT’s standards, products and services in the Securities processing market for North and South America. Additionally, he supports the co-op’s largest customers with complex projects that improve STP rates, eliminate errors and reduce risk that involve the Securities side of their businesses.

As the former head of the Partner Solutions group in North America, he worked extensively with vendors on their SWIFT capabilities that helped mutual customers alleviate operational problems and maximize their investment in SWIFT.

Prior to joining SWIFT, Mr. Goodenough served as the Director of Business Development for Electra Information Systems and was Manager, Strategic Partnerships and Sales for the Depository Trust Company. During an 11-year career with American Express TRS, he held various positions of increasing responsibility in the marketing, operations and finance areas.

Mr. Goodenough speaks regularly on SWIFT-related issues at industry forums and user group conferences. He is a former co-Chair of the ISITC-IOA Vendor Forum and a member of ISITC’s Marketing Committee. He holds an M.B.A. in Marketing/Finance from the NYU Stern School of Business and a Bachelors of Arts degree from Hobart College.

About SWIFT

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 8,500 banking organisations, securities institutions and corporate customers in more than 200 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. www.swift.com

