



## Armored Online

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## Chuck Kaufman – VP Corporate Marketing

Chuck Kaufman is vice president, corporate marketing, of Armored Online, a technology and services company that delivers a secure, private branded channel that establishes a trusted environment for financial institutions and their customers to communicate and transact. Mr. Kaufman is responsible for the company's corporate marketing strategy and implementation, including brand management, the company website, advertising, direct mail, public relations, tradeshows and internal communications.

With over 20 years of experience in various marketing disciplines, Mr. Kaufman has held senior management positions with several leading technology companies and marketing and public relations firms, including Internet financial services leader Financial Fusion, Inc., a subsidiary of Sybase, Inc., and Brodeur Porter Novelli, a leading high technology PR firm. Mr. Kaufman has worked with start-up companies and established market leaders, including Computer Associates, Novell, WordPerfect Corp., Foundation Source and Home Financial Network. He founded the PR and marketing consulting agency The Kaufman Group, where he worked with financial services, technology and consumer companies.

Mr. Kaufman holds a B.A. in history and government from Skidmore College and an M.B.A. from Babson College.