

Vytas Kisielius

Vytas serves as Chief Executive Officer of the Collections Marketing Center (CMC), a pioneering adaptive collections services company that leverages automation, a unique marketing approach, and responsiveness to changing consumer behaviors to provide new levels of collections efficacy and cost effectiveness to creditors in several industries. CMC also benefits from a tight relationship with its sister company, Bridgeforce, a consulting firm that specializes in helping credit and risk executives optimize their business strategies and technology solutions.

Vytas spent the first 10 years of his career with IBM in various sales and product development management roles, then joined Health Information Technology, Inc., as President and COO, Sky Alland Marketing where he served as CEO for The Data Group, and Frontec AMT where he was VP/General Manager of Americas Operations. Most recently, Vytas co-founded Adepra, Inc. in 2000 and was responsible for growing the automated messaging company in the US and the UK. Vytas holds an AB in Economics from Princeton University and an MBA from the Harvard Business School. He has taught graduate courses in Marketing at Johns Hopkins, and is a regular presenter at industry conferences and seminars. He lives in Wilton, CT and is the busy father of four children.



Chief Executive Officer
**COLLECTIONS
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