

FRWD Co Case Study

On screen copy:

Forward_thinking

Music throughout

:04 John Grudnowski: I grew up in Minnesota. I spent my whole life here actually. FRWD is a hybrid consulting agency, so we tend to look at the world of advertising a bit more as a direct client relationship, and solve bigger business problems through advertising than the typical agency.

On screen copy:

John Grudnowski

Founder & CEO, FRWD Co

:22 John Grudnowski: Bank of America Merrill Lynch was really the foundation of how I started the business. I had a lot of questions about how I would form a banking relationship.

On screen copy:

Michael Mrnak

Senior Relationship Manager, Bank of America Merrill Lynch

:32 Michael Mrnak: When we were introduced to John it was a startup stage. We sat down and we just really looked at, "What is the plan? Where do we want to be in 15, 10, 5 years from now? How can we help you get there?"

:44 John Grudnowski: The challenges we were up against was really a resource constraint. Access to credit, access to cash. Time is how we make money, so we were looking for a convenient solution that would allow us to maximize time and enable us to be more accurate in our accounting.

1:02 Michael Mrnak: So we really played a very specialized role in cash management formation, understanding his flow of funds, to credit utilization.

1:10 John Grudnowski: We've never missed a payroll, which is I think a miracle in 7 years in the advertising business.

1:16 John Grudnowski: My relationship with Michael is really one of trust. I don't have to spend a significant amount of time worried about banking situations. I can focus my time on my work and my family.

End Card

The power of global connections

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Business Banking Case Study

Bank of America
Merrill Lynch



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