

# Kenneth C. Wanek

## Biography 2013

Mr. Wanek is the founder, president and CEO of Datatrac, a market research company and advertizing agency specializing in the banking industry.

Datatrac maintains America's largest interest rate database with deposit and lending rates, fees and specials for over 100,000 banking locations nationwide. Datatrac has thousands of institutional clients throughout North America consisting primarily of banks and credit unions.

Over the last twenty years, Datatrac and Mr. Wanek have been contracted to provide data and analysis to financial institutions and professional organizations such as the Government Accountability Office (GAO), American Bankers Association (ABA), the Credit Union National Association (CUNA), the National Association of Federal Credit Unions (NAFCU), the Financial Managers Society (FMS) and various other organizations.

Datatrac's rate information has been quoted in newspapers, television and websites nationwide, including USA Today, Wall Street Journal, CBS MarketWatch, SmartMoney, Consumers Digest, Kiplinger's Personal Finance, the American Banker, The Washington Post, the Chicago Tribune and the Milwaukee Journal Sentinel among many others. Mr. Wanek was also a columnist for the Los Angeles Times contributing articles on personal finance.

Datatrac was founded in 1988 by Mr. Wanek at the age of twenty-one. The company is privately owned and headquartered in Milwaukee, Wisconsin.

Prior to launching Datatrac, Mr. Wanek was the Director of Financial Planning for a Milwaukee-based accounting firm. Though not currently an active practitioner, he has held various professional licenses in securities and insurance including a Registered Representative (FINRA Series 7), Registered Investment Advisor (RIA) representative and Certified Financial Planner (CFP).

Mr. Wanek is past chairman of the annual Wisconsin Entrepreneur Conference and past president and founding member of the Wisconsin Chapter of the Entrepreneurs' Organization (EO). He has served several terms under the appointment of Governor Doyle on the Wisconsin Development Fund Board, an organization that provides over \$10 million annually in funding to Wisconsin businesses. He is the founder and Managing Director for LifesAGift.com, a charitable organization that raises money for member causes. He is also launching a new charitable organization called Bankers4BreastCancer.com which is raising money and awareness for breast cancer in the banking industry.

Mr. Wanek attended University of Wisconsin-Stevens Point at the age of sixteen and completed his degree in financial planning from the College of Financial Planning in Denver, Colorado. His hobbies include motorcycling, sailing, scuba diving, exercise, music and reading. He is 46 years old, single and does not have any children . . . yet.