

Mark De Bellis

Biography

Mark De Bellis has spent over half of his life in the Marketing profession and in the promotion and management of consumer brands and services.

He received his Bachelor of Science in Business Administration/Marketing from California State Polytechnic University, and completed his MBA at the University of Southern California.

He honed his marketing experience with major consumer product companies including The Pillsbury Company, Pepsi-Cola, and Sunkist where he held positions in Sales, Sales Management and Marketing.

Later in his career, he joined Imperial Savings, a \$10B institution with an eighty-branch network. As Director of Field Marketing, he built a staff of Regional Marketing Managers with accountability for field promotion and branch sales productivity. Later, as Vice President of Retail Marketing, he worked on broader strategic initiatives before leaving the institution in 1990.

During his career, Mark has held teaching posts at the university level lecturing to both undergraduate and graduate classes in Consumer Behavior and Marketing Management. He has also been a guest lecturer and featured speaker at industry conferences and educational venues.

In 1996, Mark joined PSB and now serves as President. He has led the national expansion of PSB throughout the US to establish the firm as the premier marketing services firm within the financial arena. He continues to seek new ways to provide value-added services and product marketing strategies for PSB's financial service clients and the growing list of general marketing clients in the Orange County area.

Mark makes his home in Portola Hills, CA with Kayla, his wife of 24 years and their two children, Lauren and Danielle, a cat and three dogs. Mark is passionate about playing the guitar and writing music and hopes one day to write a hit song.