



**Mark Allen**  
**Product Management Director**  
**USAA**  
**Austin, TX**

Mark's career includes over a decade of experience in corporate strategy and product management. Mark is currently a Director for USAA, focusing on product line profitability and change management initiatives. His work ensures military members, and their families receive access to affordable credit through tailored borrowing solutions.

Previously, Mark was Assistant Vice President of lease, loan, and dealer reward programs at GM Financial where he was responsible for \$20B per annum of origination volume in U.S. and Canadian markets, supporting over

4,000 franchise dealerships and GM divisions of Chevrolet, Buick, GMC, and Cadillac. He began his career as Product Manager for MidFirst Bank.

Outside of career endeavors, Mark remains active in civic engagement through social impact investing alongside social enterprises aimed at addressing economic inequalities. Mark co-founded and scaled various social impact programs that provide employment and housing for developmentally disabled adults and veterans.

Mark earned his B.S. in Accounting from W.P Carey School of Business at Arizona State University, and an MBA from McCombs School of Business at University of Texas at Austin. During his time at McCombs, Mark was fortunate to serve his class as Treasurer on the Executive Graduate Business Council and was a recipient of the EMBA Legacy Fellowship.