

Executive Profile

WENDY S. BOLAS



Consultant | Senior Executive
Board Member and Advisor | Community Advocate

BUSINESS DEVELOPMENT, OPERATIONS, SALES, PROJECT/PROGRAM MANAGEMENT

PROFESSIONAL BIO

Wendy is a visionary, strategist, and consummate relationship-builder skilled at shaping operational strategies that drive business performance, optimize profits, and set new benchmarks. In a career that spanned 30 years, she built a record of accomplishments that led her from an entry level teller in a retail branch to the Senior Management Team of a \$25B financial services organization. Early on, Wendy realized her talent for recognizing and cultivating potential in others, and she became known for her ability to create dynamic, collaborative teams. Wendy has championed a variety of Human Resource Programs, Sales Programs, Process Improvements, and Risk Solutions ultimately enhancing individual and team performance, and increasing profitability.

Most recently, as Senior Vice President and Business Banking Manager for FirstMerit Bank, Wendy led multiple teams of 15 Business Bankers in the greater Akron, Canton, Columbus and Western Pennsylvania markets. Her teams maintained a robust pipeline of loan and deposit products and achieved aggressive deposit, loan and fee income goals despite significant changes, including one market which had divestiture of 79% of its local branches. Despite these closures, Wendy's team added 12 new clients with anticipated revenue of \$340K. In addition, Wendy established a standardized performance appraisal system for the Business Banking Segment and participated as an Associate Group Leader in the company's 2011 cost reduction and market share retention program. With one less Business Banker position, Wendy still increased loan production from \$18M to \$23M. She also guided her team to retain all clients in this book of business, and achieved pre-tax income at 119% of plan.

Earlier, as Senior Vice President and Retail Sales Manager, Wendy oversaw a team of 16 Sales and Service Managers serving 40 branches. Under her leadership, the team achieved top performance in retail goals with several branches placing in the Top Ten of FirstMerit's "Branch of the Year" contest. Wendy identified potential risk when management eliminated audit teams to cut costs. She developed a self-audit process which retained accountability without the expense of the previous program. This new program was so successful that it was rolled out throughout the Company in 2006. She also created recruiting and training programs for high-turnover and hard-to-fill positions within the Region, improving talent acquisition and retention.

In addition to her career, Wendy has had a lifelong passion for community development, health, and welfare, and a keen eye for social and fiscal responsibility. Motivated by a desire to build stronger communities, she has served on a variety of non-profit boards and committees including the United Way Public Policy Committee and the Summa Healing Arts Council. She coordinated the Fire Truck Fund of Greater Akron which raised \$1.4M in 4 weeks facilitating the purchase of 7 emergency vehicles for the City of New York.

Wendy holds a Master of Business Administration degree from Baldwin Wallace University and an Associate of Applied Business degree in Business Management Technology from the University of Akron. She is the 2014 recipient of the "Barbara Mathews Woman Philanthropist of the Year" Award presented by United Way of Summit County. She has also been recognized by the YWCA with the "Woman of Professional Excellence" Award in addition to many other awards and honors.

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Board and Community Leadership

Current Chairman and Executive Board Member – Cascade Capital (2007 - Present)
Member – Summa Healing Arts Council (2016 – Present)
Member – Campaign Cabinet, Policy – United Way of Summit County (2010 – Present)
Vice President and Membership Chair – Leadership Akron Alumni Association Board (2013 – Present)
Member – ATHENA *PowerLink* Governing Body (2014 – Present)
Board Member – Great Trail Council, Boy Scouts of America (2003 – 2016)
Advisory Board Member – Akron Urban League, Minority Business Development Center (2006 – 2015)
Board Member and Marketing Chair – Boys & Girls Clubs of the Western Reserve Board of Trustees (1999 – 2013)
Board Member – Pastoral Counseling Services Board of Trustees (2010 – 2011)
Co-Founder and Chaperone – Finance Academy – Cuyahoga Falls High School (2002 – 2004)
Fundraiser – Fire Truck Fund of Greater Akron (2001), Indonesian Tsunami Relief (2004), Hurricane Katrina Relief (2005) and the United Negro College Fund (2000 - 2003)

Financial Services Operations and Program Implementation

Operations Management

- Robust business acumen with high-level perspective of peak operations within financial services institutions.
- Strategy Developer for community organizations.
- Driver of efficiency and process improvement within a large, complex organization.
- Active project manager who expertly flushes out expectations, key players, impacted parties and best practices to successfully implement and deliver results to the business.
- Developer of HR Programs, Sales Programs and Product and Service Programs.

Relationship Development

- Cultivates long-term client relationships and business partnerships.
- Dynamic interpersonal skills that promote collaboration between departments, locations, and levels.

Business Growth through Executive Leadership

- Consistently builds top performing sales teams through prospecting, sales training, incentive programs and accountability leading to top-line business growth.
- Outstanding record of achievement in top-level management capacities leading up to 40 locations and more than 400 employees.
- Team builder and mentor.
- Executive presence that is poised, approachable and engaging.

CAREER PATH

FIRSTMERIT BANK, Akron, OH

1985 - 2016

Financial services company with more than 350 branch locations and \$26 billion in assets. Acquired by Huntington Bancshares in August of 2016.

Senior Vice President and Business Banking Manager (2006-2016)

Senior Vice President and Retail Sales Manager (1999-2006)

Vice President and Sales Development Consultant (1998-1999)

Vice President and Community Banking Manager (1996-1998)

Assistant Vice President and Human Resources Team Leader (1994-1996)

Human Resources / Training and Development Officer (1992-1994)

Retail Branch Officer (1985-1992)