

Karla Lee  
Summary

Results-focused people advocate with vast experience in Wealth Management and Deposit Financial Services. Targets growth through nurturing exemplary teams and focusing on a format of listening to our clients for best outcomes. Proactive leader experienced in deep internal and external partnerships for best client outcome.

#### Skills

- Industry partnership development
- Team building
- Recruiting and hiring
- Process improvement
- Operations oversight
- Executive leadership
- Problem resolution
- Relationship building
- Data management

#### Experience

Regional Director of Banking and Wealth Mar 2018 to Dec 2020

Company Name i¼ City , State

Responsible for overall growth performance of strategic marketplace.

- Encouraged work environment conducive to development of high performing distinct teams by inspiring innovation and excellence in all CRM/Customer Engagement deliverables. **Outcome:** Had 3 diverse direct reports promoted to Managing Director roles in 2 years.
- Revitalized client engagement routines to include cultural/geographic relevance. Engaged NY based Portfolio Managers and analysts to host clients on rotating schedule **Outcome:** Advisor acumen and loyalty to the firm increased significantly (turnover decreased by 50%), Client retention and share of wallet increased. AUM grew by client added investments and referrals. The Bay Area had the highest deposit market share gain in the country in 2019 in excess of \$10b, 2nd highest AUM growth (3 consecutive years over 20%).
- Aligned all Wealth Management efforts by different LOBs to include each other. **Outcome (example).** JP Morgan's Healthcare conference not only included our biggest institutional clients, but speakers were leveraged to host auxiliary sessions with Private Banking and Chase Private Clients. Chase Center suites were co-hosted by client affinities to create more engagement opportunities.
- Transformed departmental operations through aggressive process overhaul and attention to quality. Advisor and banker turnover reduced in half from 2018 to 2020.

Northern CA Operations Executive Nov 2016 to Mar 2018

Company Name i¼ City , State

Responsible for profitability of the most elite marketplace in the Bank of America franchise; 350 Financial Centers with close to 3000 Associates.

- Led the Northern CA region (30 billion in deposits) through best in class Enterprise partnerships with Small Business, Home Loans and Merrill Edge investments. **Outcome:** Recognized by CEO for best in class performance.
- Initiated local monthly Client listening sessions aimed at bringing forward all enterprise capabilities. Focused particularly on the Silicon Valley client. **Outcome:** Advocated for change in ability to recast mortgages to accommodate large inflows of bonus cash. Partnered with credit card underwriting to accommodate a new to country deposit based credit solution ultimately being a factor in Apple having Bank of America as a preferred/only vendor on campus.
- Completed 60 Financial Center renovations to adhere to "Advice Center" model highlighting Merrill Edge capabilities. Included extraordinary external partnerships into specifications (Apple campus, UC Berkeley campus, Samsung technology in SF).

Sales and Service Executive-West Coast Nov 2011 to Nov 2016

Company Name i¼ City , State

Responsible for the revenue growth of 40% of the consumer franchise.

- Significant work integrating Merrill Lynch into the client spectrum for Bank of America. Participated in first pilot hiring and scaling capabilities of the Merrill Edge organization. **Outcome:** Successful Boston based pilot was scaled nationwide, moved to Los Angeles to launch West Coast. Collaborated in SLAs based on client feedback for best outcome.
- Key executive for pilot bringing all specialized sales inside Financial Centers inclusive of Countrywide acquisition lending capabilities. **Outcome:** Best in class teams following CEOs scorecard accountabilities, best in class portfolio penetration.
- Motivated and encouraged team members to communicate more openly and constructively with each other as well as addressed the need to share local talent. **Outcome:** established leadership councils in all key cities to mitigate delivery escalations and establish cross LOB referral accountability.

#### Education and Training

MBA , School of Management Expected in May 2023 University of San Francisco i¼ City , State

Pacific Coast Banking School , Finance University of Washington i¼ City , State

Bachelor of Arts , Art History Toulouse Lautrec School of Art i¼ City

#### Accomplishments

- ALPFA (Association of Latino Professionals for America) mentor.

- San Francisco Times Most influential Woman in business 2020 (JP Morgan Chase)
- San Francisco Times Most influential Woman in business 2016 (Bank of America)
- Working Mother Magazine honoree 2011 (Bank of America)

#### Certifications

Series 7, 9, 10 and 66 Licenses

CA Life & Health Insurance License

Native Spanish Speaker