**Wendy McSweeney**

Atlanta, GA | 404.857.8060 | wendymcsweeney724@gmail.com | linkedin.com/in/wendymcsweeney

**CHIEF PEOPLE OFFICER | BOARD ADVISOR | FOUNDATION PRESIDENT**

* **Strategic Vision & Execution.** Skilled business strategist with deep expertise building equitable, inclusive cultures and diverse, high-performing teams. Created and executed the diversity, equity, and inclusion (DEI) strategy for SunTrust and then for Truist. Leveraged internal and external relationships to amplify the Truist brand, connecting business owners and centers of influence to Truist products and services to help businesses grow. Enabled $6M in new business revenue through curated signature events, speaking engagements, and client advisory.
* **Leadership Development.** Executive sponsor of grooming “ready now” talent through structured, effective cohort models. Leveraged Board of Director and Executive Team approval to create several programs like Truist GRAD's strategy — “Grow, Retain, Accelerate, Develop”— resulting in 80 teammates moving from front line manager roles to Senior Vice President roles. Created executive sponsorships resulting in 18 leaders promoted from Managing Director or Senior Vice President to Executive Vice President.
* **Inspiring Leadership.** Courageous leader, trusted at the highest levels to drive transformation and navigate challenging passages. Tenacious achiever with strong business and data acumen with the emotional intelligence that fosters sustainable success. Increased the racial and ethnic diversity of senior leadership from 11.9% to 18% in three years. Increased the percentage of employees engaging in affinity groups from 7% to 25% in three years. Created role and executed strategy focused on growing market share of businesses owned by women and people of color, which led to more than 180 new relationships.

**PROFESSIONAL EXPERIENCE**

**TRUIST FINANCIAL,** Charlotte, NC  **2013 – 2023**

*American bank holding company (NYSE: TFC) formed in December 2019 in the merger of BB&T and SunTrust. A Top 10 US commercial bank with $543B in assets, 15M customers, and 50K employees.*

**Executive Vice President, Diverse Segments Business Development Officer,** Atlanta, GA(2022 – 2023)

Developed go-to-market strategy for the Commercial Community Bank’s Diverse Segments Business Development Team. Advised commercial clients by providing relevant content and capital structure advisory, targeting privately held businesses with annual revenues of $25M – $500M throughout eight critical markets. Reported to Head of Industry Specialty and Commercial Insights.

* Enabled $6M in new revenue and introduced over 180 new diverse business owners to Truist. Hosted more than 50 curated events, sponsored national and local conferences, and connected existing business to other internal teams.
* Elevated Truist’s brand through sponsorships, speaking engagements, and national partnerships including Autism Speaks; National Hispanic Chamber of Commerce; National Minority Supplier Development Council; National Organization of Black Law Enforcement Executives; and The Women’s Presidents Organization.
* Shared best practices as an HR thought leader using panels, industry groups, articles, and round table discussions.
* Invested $170M in diverse communities over three years and grew overall supplier spend with diverse businesses from 6% to more than 20% over three-year period.
* Championed client and prospect DEI journeys as an industry expert and resource to their Executive Teams and Boards of Directors, creating and enhancing their diversity strategies.

**Executive Vice President, Chief Diversity, Equity, & Inclusion Officer**, Atlanta, GA (2013 – 2022)

Designed and executed the enterprise DEI strategy leveraging Executive Leaders, Board of Directors, Enterprise DEI Council, and eight Business Resource Groups, which represented more than 10K of the 50K teammates in 17 states. Oversaw $6.8M annual budget. Reported to the Chief People Officer.

* Designed strategies and collaborated with other Human Resource teams to ensure DEI was embedded in the full talent lifecycle.
* Instituted diverse interview panels, mentorship and sponsorship programs, engagement surveys, and exit interviews.
* Created eight business resource groups with diverse partnerships as a component to facilitate learning, growth, and collaboration across functions and teams.
* Leveraged the more than 10K teammate volunteers to generate new business leads, recruit, and conduct financial education. Doubled the number of volunteer hours for Community Reinvestment Act (CRA) activities.
* Engaged a wide selection of Chambers of Commerce to grow a diverse supplier portal including the African American, Asian American, National Hispanic, and National Gay & Lesbian Chambers. Enabled securing a $30M, five-year service contract from an Asian American owned global staffing and technology company.
* Partnered closely with business leaders, the Foundation, volunteerism, supplier, and Community Reinvestment Act (CRA) team to embed DEI strategies in their respective businesses.

**WELLS FARGO ADVISORS,** St. Louis, MO **2008 – 2013**

*Subsidiary of Wells Fargo & Company (NYSE: WFC). Third largest US brokerage firm with $1.9T retail client AUM and 12K Advisors.*

**Senior Vice President, Diverse Segments Development Leader,** St. Louis, MO(2010 – 2013)

Developed and launched Financial Advisor diversity strategy and managed the Financial Advisor Sourcing Program. Designed educational, coaching, and business development programs for increased productivity, retention, and best practice adoption for Financial Advisors and Branch Managers. Chaired the Financial Advisor & Manager Development Committee. Reported to the Managing Director, Head of Business Development.

* Increased number of African American Financial Advisors from less than 50 to more than 200 in three years.
* Led the charge to have Barron’s create a Top Diverse Advisor Summit and orchestrated the first in 2013.
* Created the Certified Financial Domestic Partner Advisor designation to provide domestic partners with equitable pre-marriage investment support for planning their future together.

**Vice President, Business & Administration Manager (CAO), National Sales Group,** St. Louis, MO (2008 – 2010)

Led teams responsible for special projects, metric reporting, and scorecards for senior leaders during the integration after the merger of Wachovia to Wells Fargo. Developed performance targets, measurement tools, and incentive compensation models. Reported to the National Sales Director.

* Established three new teams: Advisory Consultants, Internal Business Development Consultants, and the Investment Management Consulting Group. Relocated the team of 78 from Richmond, VA to St. Louis, MO to facilitate the merger of Wachovia Securities with AG Edwards teams that later became Wells Fargo Advisors.
* Formed team to design four-week onboarding training plan for Advisory Consultants and four-week, plus FINRA Series 7 license study for Internal Business Development Consultants.

**WACHOVIA SECURITIES,** Richmond, VA **2002 – 2008**

*Retail brokerage, institutional capital market, and investment banking subsidiary of Wachovia Bank that became Wells Fargo Advisors following the merger of Wachovia and Wells Fargo December 2008.*

**Chief Administrative Officer (CAO) and Business Manager, Business Development Group** (2004 – 2008)

Operational advisor in organizational development and Business Development Group leader reporting to the Head of Business Development. Developed metrics and milestones for achieving business objectives in Marketing, Training and Development, Productivity Management, and Data and Analytics. Managed $30M budget and provided strategic direction to 40 Licensed Financial Specialist Trainers, four Financial Analysts, 10 Program Managers, 10 Project Analysts, and six Executive Assistants.

**Finance Manager** (2002 – 2004)

**SUNTRUST BANK, Retirement Plan Administrator & Conversion Liaison,** Richmond, VA **2000 – 2002**

**EDUCATION**

**University of Phoenix**

Master of Business Administration

**Virginia Union University**, Richmond, VA

Bachelor of Science, Accounting

**PROFESSIONAL DEVELOPMENT**

St. Louis Business Diversity Initiative, Fellow’s Leadership Program2010

**LICENSES & CERTIFICATION**

National Diversity Council, Certified Diversity Practitioner 2015 – Present

**AFFILIATIONS**

The Atlanta Braves Foundation, Hank Aaron Fund, Board Member 2022 – Present

Usher’s New Look Foundation, Board Member 2020 – Present

Men For Hope, Board Member 2019 – 2023

Ron Clark Academy, Board Member 2021 – 2022

National Organization of Black Law Enforcement Executives 2016 – 2021

**AWARDS & RECOGNITION**

ICABA Salutes Women of Impact Honoree 2022

Technology Association of Georgia’s 2019 D&I Leadership Award 2019

Black Enterprise Magazine, Top Executives for Diversity & Inclusion 2014 – 2019

Profiles In Diversity Journal, Diversity Leader Award 2018

Diversity Journal, Top Diversity & Inclusion Executives 2017

National Diversity Council, Most Powerful and Influential Women in Georgia 2014

The Network Journal, Top 40 Under Forty in African American Business 2012