

Vast  
experience  
+ Local  
knowledge  
= Unlocking  
opportunity  
in Phoenix

AS DISCUSSED BY PNC'S LOCAL  
EXECUTIVE LEADERSHIP TEAM



ere at PNC, we couldn't be more excited to build new relationships with the people and businesses of Phoenix.

Our innovative approach feels like a natural fit for this growing city's entrepreneurial-minded spirit, and we're here working closely with local businesses, helping them to grow. Read to find out how Phoenix executives — Cathleen Walker, Regional President and Head of Corporate Banking, and Lourdes Sierra, Client & Community Relations Director — are bringing the best of PNC to the Phoenix community.

### THE PNC DIFFERENCE

We put our clients at the center of everything we do and bring an entrepreneurial approach to the table. This means we help solve for problems people didn't know existed.

When asked what sets PNC apart, Cathleen responds, "We aren't just answering RFPs with expected responses. We're going beyond that — trying to unlock new solutions that can save clients time and money."

**“OUR GOAL IS TO DELIVER INNOVATIVE IDEAS THAT CHANGE THE WAY YOU DO BUSINESS.”**

— Cathleen

Cathleen continues, "We discovered we could drive significant savings for one of our clients by implementing a new system for them. That's not what they came looking for, but we did a deep dive and added unexpected value."

It's that kind of thinking that establishes a relationship of trust with clients from day one. "We're not focused on closing transactions. We're working to build relationships. That takes time and effort, but it results in the best outcomes or solutions," says Cathleen.

**“YOU BUILD RELATIONSHIPS BY DELIVERING, NOT SELLING.”**

— Cathleen

Phoenix has a great deal of diversity across the industries that call the city home. Being able to understand the complexities of each of these industries and the challenges they're up against is paramount in finding value-added solutions for our clients.

Part of what sets us up for success in this space is having employees who are embedded in the local community and its industries. Cathleen explains, "Another differentiator is our industry specialties. We have people who cover a broad spectrum of different industries across our entire portfolio. It surprises some clients that we have this depth of expertise."

Of course, it's also about how you use that knowledge. At PNC, we're bringing those industry experts into the fold as early as possible. Cathleen notes, "If we have a meeting with a client in the technology space, we have a technology expert on the phone starting with the very first call."

### A COMMITMENT TO COMMUNITY

At PNC, being part of the community means living here, working here and building the community together. We're eager yet thoughtful when it comes to working with Phoenix nonprofits. Lourdes explains, "For us that means going out and talking with local organizations, listening to them and learning where we can have the most impact."

**“WE DON'T JUST WRITE A CHECK. WE WANT TO UNDERSTAND YOUR NEEDS AS AN ORGANIZATION AND A COMMUNITY.”**

— Lourdes

In talking with community members, many of them brought up the challenges facing Arizona when it comes to education. PNC has a national early childhood education effort called Grow Up Great®, so this felt like a natural opportunity for us to make a difference in Phoenix. "There is already a lot of talk about K through 12 education in the state, but we're focusing on pre-K because of the lack of resources in that age range and the impact it can have on a child's development," says Lourdes.

At PNC, we believe we're only as strong as the communities in which we operate. That's why we build teams locally and make investments now in an effort to help ensure a healthy and viable community for years to come. As Cathleen notes, "This is a diverse and growing city. We're excited to have a team of local bankers who are committed to the community, and we can't wait to bring all that PNC has to offer to our clients here in Phoenix."



**Cathleen Walker**  
Phoenix, AZ  
Regional President and  
Head of Corporate Banking



**Lourdes Sierra**  
Phoenix, AZ  
Client & Community  
Relations Director

To see how PNC can help your business, contact Cathleen Walker at [cathleen.walker@pnc.com](mailto:cathleen.walker@pnc.com).

To learn more about PNC's community efforts, contact Lourdes Sierra at [lourdes.sierra@pnc.com](mailto:lourdes.sierra@pnc.com).

Visit [pnc.com/phoenixcorporate](https://pnc.com/phoenixcorporate) to learn more about what we have to offer Phoenix.

PNC and PNC Bank are registered marks of The PNC Financial Services Group, Inc. ("PNC"). Bank deposit, lending and treasury management products and services, and investment and wealth management services are offered by PNC Bank, National Association, a wholly owned subsidiary of PNC and Member FDIC. Products and services may also be offered by or conducted through other subsidiaries of PNC. Lending products and services, as well as certain other banking products, require credit approval.

Investments: Not FDIC Insured. May Lose Value. No Bank Guarantee.

©2021 The PNC Financial Services Group, Inc. All rights reserved.

