

Lorena Labastida

Highly motivated, self-directed professional with 20 years of experience in Banking & Management, fully fluent in English and Spanish. Dynamic and reliable leader with almost 20 years in retail banking, customer service and coaching experience.

KEY STRENGTHS

- Excels in Team Leadership
- Employee Engagement to maximize goals
- Best in class Customer Service
- Strong Sales Skills Service
- Conflict Resolution

PROFESSIONAL EXPERIENCE

Aurora Bank & Trust (A Wintrust Community Bank) ***September 2015- Present***

Vice President/Branch Manager

Manage the Aurora Branch at a high level of individual and team performance, while actively developing existing and new customer relationships. Partnered with commercial, mortgage and investment partners to ensure that the Aurora Branch meet and exceeded goals. At the same time oversee branch operations, including hiring, training and facility management. Manage sale performance of the banking center staff by conducting coaching sessions, overseeing staff development and addressing employee performance as needed. Resolve escalated customer matters. Make sure customer service is above the industry average.

Establish and enhance the bank's presence in the local community by participating in networking events and initiating outbound calling efforts to drive branch sales. Develop as well community partnerships.

- Opened a de novo location for the Aurora Market exceeding deposits and Household goals.
- Act as a liaison between the City of Aurora and the bank to develop a working relationship.
- Strong community presence in the Aurora Community making sure Wintrust Brand is known in the Community.
- Expansive Community Network and Board Member for Several Chambers.
- Awarded the Wintrust Employee of the Year 2018

Old Second National Bank, Aurora, Illinois ***September 2014- September 2015***

Assistant Vice President/Branch Manager

Responsible to manage the Main Branch for Old Second National Bank, with 22 employees reporting directly. Deliver superior financial results and best in class customer service that defines great customer experience. Create a proactive sales and service environment in which employees deliver to customers the best experience that will set us apart from the competence. Continue to establish the Bank's presence in the local market and develop community partnerships. Identify and visit potential commercial clients, gain full understanding of their needs to evaluate appropriate products and services to satisfy their financial goals and requirements. Support

the portfolio growth at the branch by identifying cross-sell opportunities and develop existing customer relationships.

First Midwest Bank (Popular Community Bank), Aurora, Illinois
November 2004- September 2014

Assistant Vice President/Branch Manager

Responsible to arrange and manage all outside business efforts with an emphasis on attaining new customer and growing customer relationships. Communicate the goals to staff members, gain commitment and establish plan of action to achieve such goals. Provide coaching, recognition, motivation and skill development to staff members on a consistent basis. Responsible of managing the branch's budget in accordance to the establish objectives. Excellent business acumen with strong attention to operational policies and procedures combined with strong sales ability. Excellent and detailed knowledge in operations and compliance to optimize everyday branch functions.

Elgin State Bank
2001 to November 2004

Bookkeeping/Customer Service

Responsible for the bookkeeping activities of the daily operations of the bank, worked on every day operations such as incoming returns, outgoing returns and non-post. Ensure that all client phone inquiries or issues were answered with a high degree of professionalism. Consistently identify uncovered needs of the customers and taking advantage of such opportunities by selling the bank's products and services.

EDUCATION

Bachelor's Degree, Business Administration & Finance
2019 HACE Women's Leadership Program
Fundamentals of Wintrust Leadership Program 2018

BOARDS

Aurora Regional Hispanic Chamber of Commerce – (Chairman of the Board)
African American Chamber of Commerce-(Board Member)
SBCD in Aurora – (Board Member)