



666 Walnut Street
Des Moines, IA 50309

Wells Fargo Bank, N.A.

May 12, 2016

Business Record
The Depot at 4th
100 4th Street
Des Moines, Iowa 50309

Dear 2016 Women of Influence Nomination Committee:

Marta Codina is a 36-year veteran of the financial services industry and presently serves as Area President at Wells Fargo Bank overseeing 42 retail banking stores in central and western Iowa. Marta is an outstanding leader and exemplary in all aspects of her work, is dedicated to the community and is a champion of diversity and inclusion.

Marta is a dynamic leader, inspiring exceptional results and remarkable team member loyalty. Marta actively promotes team member development and models community service. Marta's team member engagement measures above the 90th percentile of Gallup rankings, showcasing tremendous leadership across her region. In addition to managing a complex business organization, Marta is an active member of the bank's Central Iowa Reputation Management Committee and a dedicated member of the Central Iowa Foundation Board, which approved 133 grants to local nonprofits last year.

Marta is a champion of diversity and inclusion at Wells Fargo. She was a founding member of the Central Iowa Diversity & Inclusion Council in 2005, served as the past chair in 2015 and is presently the Executive Sponsor. The council engages 10 internal team member network groups such as Pride, Asian TMN, Veterans TMN, and Latino TMN. Approximately 5,726 memberships are part of these networks.

Under Marta's senior leadership, the Wells Fargo Beavertdale store was featured in American Banker, showcasing the diversity of team members' language capabilities and its success in delivering banking services to the local refugee community. Also honoring her passion for delivering an outstanding customer experience to all, Marta led the creation and delivery of a Spanish language banker development forum that addressed opportunities to better leverage the Spanish language in delivering banking services to clients. This year, Marta was selected as a participant in an exclusive national Wells Fargo "Women in Leadership Initiative," a 12-month

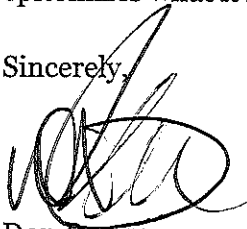
program and networking forum for senior leaders on the competitive advantages of gender diversity and leveraging the different strengths of both genders. Marta, the Diversity & Inclusion Council and Team Member Network groups were instrumental in the Greater Des Moines Partnership's selection and recognition of Wells Fargo for its 2015 "Inclusion Award."

Marta is active in the community and serves on the board of the United Way of Central Iowa and the National Advisory Council of The Robert D. and Billie Ray Center – formerly Character Counts in Iowa. Her leadership and board involvement led to Wells Fargo receiving the 2014 Character Counts "Partner of the Year" award. She is the 2016 Reggie's Sleepout Honorary Chair and has been a judge for Iowa Homeless Youth Center's Reggie's Sleepout Boxed-in Design Contest since 2013.

Marta hosts monthly volunteer events with her team and engages all levels of her organization in volunteerism. Marta's personal volunteer hours in 2015 were 116 hours. A few examples of her volunteering include serving early morning breakfast to children at Christian Family Ministries Urban Movement and stocking shelves at Bidwell Riverside Center, in addition to her nonprofit board service. Marta is very generous in her personal giving.

In summary, Marta manages a complex organization, is an outstanding performer at work, champions diversity and inclusion, serves the community through dedicated personal volunteering and board service, and gives generously personally. She is a member of United Way Tocqueville Society. Marta is a strong leader and role model for all Wells Fargo team members! She is admired and inspires others to achieve their fullest potential, and willingly invests her time, talents and treasures into the lives of others. In her workplace and in her community, she epitomizes what it means to be a woman of influence.

Sincerely,



Don Pearson
Lead Region President Great Plains

Together we'll go far

