

# Rudy N. Fors

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## Bank Executive Profile

Highly effective banking professional with decades of experience in leadership, sales, credit and business development. Results driven leader who demonstrates expertise in loan origination, finance, treasury management, and building effective partnerships. Reputation for exceeding goals while utilizing a professional and personable approach.

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## Notable Accolades

- U.S. Bank Community Banking Top Tier (1%) - Banker of the Year 2015 Award Winner
- U.S. Bank Central Iowa Regional Elite Award Winner 2011-2015
- Annual Pinnacle Award Winner for loan production and revenue at U.S. Bank
- Multiple Pinnacle Award Winner for loan production in a quarter at U.S. Bank
- Multiple Eagle Award Winner for loan production and process at U.S. Bank
- High Unit and Income Producer for "Building Deeper Relationship" Initiative at U.S. Bank
- Two time U.S. Bank "Shield Award" Winner for service and collaboration. Created and continue to oversee a U.S. Bank sponsored Community Education Program that is dedicated to enhancing the business acumen of our community in Central Iowa. Our program provides continuing education credits for CPAs in Central Iowa.
- Graduate of U.S. Banks Client Advocacy Program

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## Professional Experience

**U.S. Bank** Des Moines, IA (Central Iowa Market)

December 2010 - Present

Vice President – Team Manager and Relationship Manager

- Lead and manage a team of 6 bankers
- Successfully transition companies with complex banking needs to a better understanding of how to free up additional cash, while leveraging credit as an advantage for growth. Provide customers with strategic credit and treasury management advice by utilizing a team approach so that each customer has the best financial services available, both inside and outside of the bank
- Prospect new clients via cold calling and networking with internal and external partners. Selling credit products, Treasury, Foreign Exchange, SBA and other ancillary bank products.
- Train and coach our Relationship Managers, Small Business Specialist and Branch Managers (commercial and retail)
- **Awards:** *Regional Elite Award 2015, 2014, 2013, 2012, 2011, Multiple Eagle Award Winner, Multiple Quarterly Pinnacle Award Winner, Annual Pinnacle Award Winner, 2015 Banker of the Year - Top Tier Award Winner*

**Great Western Bank** (formerly F&M Bank) West Des Moines, IA

January 2009 – December 2010

Government Banking Relationship Manager and Treasury Management Officer

- Manage the sales process and on-boarding for a 32 bank branch team on complex treasury management transactions. Prospected new clients via cold calling and networking with internal and external partners. Train and educate partners on value of treasury services and how to sell these services to our customers
- Work with my commercial team on packaging deals and profitability analysis
- Managed the acquisition of a FDIC assisted purchase for Central Nebraska market
- Served as product innovation and integration representative to leadership and operations in order to help grow the bank's portfolio of products
- Grew fee income at Great Western Bank – Central Iowa by over 35% in 2010.
- Government Relationship Manager for Municipalities in Iowa and SW Wisconsin (F&M Bank)

**Wells Fargo** Irvine, CA

October 2006 – January 2009

*California Business Banking - Business Development Consultant*

- Prospect new business with \$2MM - \$30MM in Revenue's. Successfully transitioned companies with complex banking needs to a better understanding of how to free up additional cash, while leveraging credit as an advantage for growth. Provided customers with strategic credit and treasury management advice by utilizing a team approach so that each customer has the best financial services available, both inside and outside of the bank
- Acted as business lead for a team of five high growth branches to develop their small business sales while expanding referrals to our commercial group. Provide industry knowledge and sales training to partners to help grow revenue's for branches and the bank.

*Senior Business Banking Specialist and Team Lead*

- Prospect new and existing business with a \$100MM branch portfolio.
- Develop and maintain relationships with internal partners to maximize sales opportunities.
- Developed Center of Influences with CPA's, Lawyers and other professionals to increase referral opportunities.
- Increased WF's Newport Beach Branch business sales by 30%.
- As a Team Lead I assisted in the training and coaching of new Business Specialist and mentored them as they grew in their new positions.
- **Awards:** Achieved top producer accolades; won multiple quarterly incentives and an annual incentive trip.

**Balboa Capital** Irvine, CA

May 2004 – October 2006

Commercial Finance Group – Sales Manager

- Worked in a fast paced team atmosphere to hit and exceed sales quotas. Build and maintained relationships for lease lines of credit and other commercial capital needs for companies with revenues of \$2MM-\$100MM. Underwrite Credit applications and work with discount lenders to place our financing opportunities
- Coached a 3 man team of junior lenders.
- **Awards:** Quarterly Best in Class Award Winner 5 quarters and Presidents Club 2005.

## EDUCATION

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**Colorado State University**, Fort Collins, CO

Masters of Business Administration, Finance

**Graduate School of Banking at the University of Wisconsin – Madison**, Madison, WI

Completed 3 year executive program for management in banking

**Saint Louis University**, St. Louis, MO

Bachelor of Science in Finance, Commercial Pilot and Instructor Ratings earned

## ACTIVITIES & INTEREST (past and current)

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Des Moines Afternoon Rotary Member

Banking Liaison for the Government Affairs Committee at the Chamber of Commerce

Guest Speaker for Iowa State University's Entrepreneurial Program

United Way of Central Iowa - Education Leadership Initiative

Served as a Board Member of the Iowa Sports Foundation

Youth and Shelter Services GRIP Mentor Program

Charity Runner for American Cancer Society

American Cancer Society Committee member for Relay for Life

Volunteer Work Soccer Coach for Iowa Rush, Habitat for Humanity, Meals on Wheels

Alumni Mentor for Sigma Alpha Epsilon