PNC Bank Expands Regional President Model, Commercial Banking To Nevada

LAS VEGAS, Jan. 10, 2022 – PNC Bank today announced the appointment of financial services veteran Denette Suddeth as regional president and head of Commercial Banking for Nevada, including Reno and Las Vegas, in a move that gives the bank a presence in all 30 of the nation's top metropolitan statistical areas (MSAs).



Denette Suddeth

As PNC's first-ever Nevada regional president and head of Commercial Banking, Suddeth will bring the bank's Main Street banking model to Nevada, a model that is focused on deploying its market-leading products and services, and philanthropic support, to local customers and communities. It's a role that facilitates the bank's local approach to doing business.

"PNC's Main Street banking model is designed so that our local executives have deep knowledge and understanding of the markets in which they are located to make decisions that are best suited to the unique realities of their communities," PNC Office of the Regional Presidents Territory Executive for the West Laura MacNeil said. "With Denette, our clients and communities not only get the benefit of a leader with 25 years of extensive banking experience, but also somebody who has spent those 25 years in Nevada and is attuned to its characteristics and needs, whether they are business or philanthropic."

In her role as regional president, Suddeth also will have direct oversight for business development, building and maintaining client relationships and leading philanthropic initiatives in support of Nevada communities. In addition, she has been dually appointed as head of Commercial Banking for PNC, with responsibility for capitalizing on Nevada's myriad business opportunities among businesses and organizations with annual revenues between $5 million and $50 million.

"PNC has a great opportunity to build and grow our presence in Nevada, and we expect Denette will make an immediate impact on our efforts," said Brad Parker, Commercial Banking West Region executive for PNC. "The state is the nation's fifth-fastest-growing with a strong track record of job growth and business attraction, and a long-time Nevadan like Denette with an established record of business development activity, is a win-win for PNC and Nevada."

Suddeth most recently served as CEO of Suddeth Inc., an executive coaching and business development firm that she founded following more than two decades in banking, including local market and regional leadership roles with nationally known financial institutions. Suddeth also has served her Nevada community extensively, with non-profit board service across the spectrum and chairmanship of boards, including United Way and Junior Achievement, both of Southern Nevada.

She earned her Bachelor of Science degree at University of Nevada Las Vegas and is an Associate

Certified Coach (ACC) credential holder from the International Coaching Federation (ICF), a Certified Executive Coach, a Certified GENOS Practitioner in Emotional Intelligence, and is certified by Profiles International for Personality Profile Assessments.

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

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