JACKSONVILLE, Fla., Aug. 5, 2026 – PNC Private Bank® has named Kevin Brubaker market leader for North Florida, where he will oversee the bank's continued expansion across one of Florida's fastest-growing wealth markets.

In this role, Brubaker will lead strategy and client engagement efforts across the Jacksonville, Gainesville and Daytona Beach metro areas, leading a local team that provides wealth planning, investment management, trust and estate services, and credit and cash management solutions to high- and ultra-high-net-worth individuals, families and business owners.

Brubaker will remain based in Jacksonville, a market that has become increasingly important to PNC's growth strategy as population expansion, corporate relocations and wealth migration continue to drive demand for sophisticated wealth management services.

"We are thrilled to see Kevin step into this new leadership role for our region," said Chris Kalin, PNC regional president for North & Central Florida. "His deep wealth management expertise, strong client relationships and firsthand understanding of the opportunities that make this market so attractive position him well to lead our Private Bank team and help clients achieve their long-term financial goals."

Brubaker brings more than 23 years of financial services experience to the role, including nearly two decades with PNC. Since joining the company in 2007, he has held a series of leadership and client-facing positions of increasing responsibility. In 2025, Brubaker relocated with his family from Pittsburgh to Ponte Vedra Beach to join the North Florida private banking team. In his most recent role as relationship strategist director, he successfully grew and maintained a strong client base while helping individuals address their evolving wealth management needs.

Before joining PNC, Brubaker began his financial services career with BNY Mellon Wealth Management, supporting trust administration and relationship management services as an associate trust officer. He is a Certified Financial Planner™ and a graduate of the University of Pittsburgh.

"Kevin's appointment reflects the strength of our internal talent and the exceptional leadership pipeline we have built across our team," said Lisa Simington, executive vice president and head of U.S. Markets for PNC Private Bank. "Throughout his career, he has earned the trust of clients and colleagues through his commitment to delivering thoughtful advice and outstanding service. His experience working with business owners, executives and multigenerational families, combined with his understanding of the North Florida market, will be instrumental as we continue expanding our presence across the region."

PNC Private Bank is part of the PNC Asset Management Group (AMG), which is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC AMG is a relationship-based provider of investment, planning, banking and fiduciary services to wealthy individuals and institutions through the proactive delivery of value-add ideas and solutions. PNC AMG offers personal asset management for high and ultra-high net worth individuals and families through PNC Private Bank® and PNC Private Bank Hawthorn®; and institutional asset management services to corporations, healthcare systems, insurance companies, unions, municipalities and nonprofits through Institutional Asset Management. For more information about PNC Asset Management Group, visit www.pnc.com.

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