Daniel Roberson Named Executive Director of PNC Fairfax Connection

PNC Community Development Banking veteran to lead free community resource



Daniel Roberson, Executive Director

CLEVELAND, Sept. 26, 2024 – PNC has named veteran banker Daniel Roberson as executive director of the PNC Fairfax Connection, PNC's free community resource center in Cleveland's historic eastside community that marked its twelfth anniversary this year.

Roberson will lead the center's staff in sustaining and building upon successful community partnerships and programs designed to empower individuals and businesses and help strengthen the community. He most recently served as PNC's community development officer for northern Ohio and was integral in leading PNC's efforts to deliver financial wellness training to underserved individuals and communities.

"Daniel is highly regarded as a trusted community partner, with a depth of experience that has ranged from starting his PNC career as a branch teller, being promoted to branch manager before becoming the community development officer for our region," said Pat Pastore, PNC regional president for Cleveland. "Daniel maintains strong relationships with a wide range of community partners and non-profit organizations focused on serving the underserved. His community experience and knowledge will further benefit PNC's commitment to our community to improve the quality of life for all members of the PNC Fairfax Connection."

The center is integrated with PNC's Community Development Banking philosophy that is committed to rethinking how communities and financial institutions build strong, healthy, and collaborative relationships that serve and advance the financial needs of individuals and families. PNC Community Development Banking market leader Brian Williams served as PNC Fairfax Connection's executive director from 2017-2021.

Located at the corner of East 83rd Street and Carnegie Avenue, the PNC Fairfax Connection is the result of a collaboration between PNC and the Fairfax neighborhood that features a dynamic physical space, online resources and multi-generational educational programs and events to provide tools and resources to help people achieve their goals, build a stronger community and celebrate the cultural aspects of Fairfax. Since 2012, the PNC Fairfax Connection has provided its members financial literacy, workforce and youth service, in addition to helping members gain employment through programming and specialty services ranging from technology, resume writing and professional development.

Roberson brings extensive economic development experience and financial services industry experience to his role as executive director of PNC Fairfax Connection. An Akron native and University of Akron graduate, Roberson joined PNC in 2010. He transitioned into PNC's Community Development Banking team in 2019 and was responsible for fostering relationships with community organizations and connecting opportunities

in low-to-moderate income areas through financial literacy, community development lending, investing and economic development initiatives.

“The PNC Fairfax Connection is highly regarded as a resource center for the community,” Roberson said. “I am excited to bring my skills to this amazing center that makes an impact on the community through a wide range of services such as our Center for Financial Education program. I look forward to using my skills and understanding of the community to strengthen PNC Fairfax Connection and empower people to make positive advances in their lives and their neighborhood.”

PNC Fairfax Connection operates programs on Mondays through Saturdays. The schedule of activities is available at the facility, posted in many community organizations and listed on the center’s website at www.pncfairfaxconnection.com. All are welcome and there is no fee to become a member at the center or to participate in its programs.

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