

Elizabeth Ferrer

eferrer@board-advisory.com
(904) 631-0037

Expertise

Elizabeth Ferrer has been a corporate leader in business strategy, organizational performance, and management effectiveness for over twenty-five years. Having first hand experience as a bank president, Ms. Ferrer brings to clients a wide breadth of practical knowledge, expertise and insight regarding talent and performance management. She has a long history of successfully leading through varying economic, business and regulatory challenges, acquisitions and mergers, and changing business models.

Over her business career, Ms. Ferrer's accomplishments have contributed to numerous national bank recognitions, top tier rankings, and outstanding regulatory performance. These have served as compelling proof points in federal testimony, hearings, and regulatory exams. She has also served as a national thought leader on contemporary banking, community investment and policy issues.

Client Services Include:

- Corporate Performance and Leadership: Organizational Design, Executive Talent Management and Succession Planning, Compensation Solutions, Alignment of Business and HR practices, and 1:1 Executive Performance Coaching
- Enterprise Governance – Independent governance audits and operating model solutions in the following areas:
 - Corporate Leadership – Board of Director and Executive Management Structure, Transparency and Pay
 - Diversity and Inclusion
 - Merger and Acquisition Integration
 - Community Reinvestment Act and Corporate Social Responsibility
- Brand Positioning and Protection: Local market leadership and market strategy, sales effectiveness and management,.

Industries Covered

Ms. Ferrer has deep experience in the financial services sector. She has expertise working with tax-exempt and government entities, as well as commercial real estate developers. Ms. Ferrer began her career in the high tech R&D sector.

Professional Background

Most recently, Ms. Ferrer was the Florida Bank President for Bank of America serving more than two-thirds of the 7.1 million Florida households and businesses. In this role she led 18,000 associates, over 700 banking centers and multiple businesses to enhance revenue growth, the customer experience and the bank's brand. Ms. Ferrer led the bank during an unprecedented economic period amid issues such as TARP, CEO and executive pay, bonuses and incentives, talent retention and downsizing, foreclosures, the subprime crisis, strategic and liquidity risk, consumer protection and transparency.

Ms. Ferrer served as the company's Global Community Development Executive managing enterprise risk, the company's \$1.5 Trillion Community Development Lending and Investment Goal and CRA Outstanding Rating. Partnering with national business leaders, government regulators and legislators, she lent her expertise to the national dialog and the shaping of industry thinking.

Prior to these roles, Ms. Ferrer was a Market Executive in the Global Commercial and Investment Banking group providing customized financial solutions and banking services to clients specializing in public / private partnerships, affordable housing tax-exempt and commercial real estate development firms.

Ms. Ferrer also has deep and rich experience in roles as a Human Resources enterprise leader across commercial, wealth management and retail business lines focusing on strategic HR business planning and execution to achieve desired business and earnings growth, and risk mitigation objectives.

As a trusted HR advisor, she has consulted on executive and associate compensation solutions, organizational design, talent procurement and alignment, succession planning, and served as a performance coach to senior executives. Ms. Ferrer has held the role of Global Diversity Executive integrating this work into corporate strategic business and talent planning. She is a certified six sigma green belt.