

Veronica Cool

**Senior Relationship Manager
MD Business Banking**



Mrs. Cool has over 16 years experience in business banking, financial analysis and sales management. She was a sales manager overseeing the metropolitan Baltimore market prior to joining Wachovia/Wells Fargo as a Vice President in Business Banking, responsible for marketing the full array of Well Fargo's products and services to Maryland businesses & organizations with annual sales/budgets greater than \$5 million.

Mrs. Cool has held several increasingly senior relationship managing positions in both credit underwriting, direct sales and management. She has coordinated various financing arrangements for local businesses across a wide variety of industry sectors. In 2007 and 2006, Veronica was the #1 banker in the country for the entire corporation, #2 in 2008. She attributes her success to her education, the support of her parents and husband and innate Latina drive to succeed.

Recently, Michelle Obama, the First Lady of the United States recognized Veronica for her commitment to mentoring youth at the National Mentoring Summit. MEA Magazine announced in January, 2011 that Veronica is one of the 50 Women of Influence and Power in the United States. Also in January, SmartCEO Magazine named Veronica one of the top Business Bankers in the Mid-Atlantic Region. In September 2010, the United States Hispanic Chamber of Commerce awarded Veronica the Ultimate Latina Award in the Corporate Sector during their annual national convention in Dallas Texas. August 2010, Veronica was named of one of MD VIP less than 40 Winner by the Daily Record. In June 2010, she was recognized for the 2nd time as MD Top 100 Women by the Daily Record. And in 2009, the SBA recognized Veronica as the Financial Services Champion of the State. Dialogue for Diversity named Veronica a Woman of Accomplishment in 2009. Mrs. Cool was recognized as a Hispanic Hero by the United States Youth Entrepreneur Education Organization, and one of Maryland's Most Influential People by Channel Magazine. She recently served on Governor O'Malley's Gubernatorial Transition Steering Team. She was the 2007 Chairwoman for the 6th annual MD Hispanic Business Conference, the largest Hispanic Business event in the state.

She has spoken nationally in various seminars, conferences and panels addressing topics such as Diverse Segment Marketing, Minority/WBE and entrepreneurship, Women in Business and Leadership, Commercial Lending and Financial Analysis. Additionally, she has published several articles on similar topics.

She is a graduate of Kutztown University with a BS in Business Administration, and also holds a Masters of Science in Finance degree from Loyola College of MD. A native of Dominican Republic, she is President-Elect of the MD Hispanic Chamber of Commerce, and currently serves on the board of Big Brothers Big Sisters, National Association of Women Business Owners, Advisory Board of the MD Small Business Resource Center Network and MD Hispanic Business Conference Foundation. She is married with two children and lives northwest of Baltimore, MD.

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