

## Board Membership of Interest

Mid Cap private or public companies. Emphasis on professional services, financial services, and brand driven companies. Interest and experience in both B2B and B2C settings. Preference for Midwestern or major metropolitan locations.

## Board Member Characteristics

Brings a unique combination of financial acumen, strategic planning, and marketing expertise. Have demonstrated a strong bottom line and growth focus, facilitated by highly analytic and strategic orientation. Have extensive experience with P&L accountability coupled with marketing leadership, regulatory compliance expertise and for profit board experience. Possess appreciation for governance framework and responsibilities as well as cultural and interpersonal requirements.

## Company Profile

Former Executive Vice President and Chief Marketing Officer of LaSalle Bank Corporation- a \$120 Billion in asset bank based in Chicago which provided commercial, specialized commercial real estate, and retail banking services throughout the Midwest and, in select specialty commercial services, nationally. (LaSalle Bank was acquired by Bank of America in the late 2000's.)

## Functional Expertise

Strategic Planning - experience with value based management and capital allocation coupled with strategic repositioning to drive profitable growth. Performed both midwest expansion strategy for retail bank and national expansion strategy for private wealth management at BMO Harris.

Leadership/Talent Management - expertise in assessing and developing executive level leadership, including those skills required when making the transition from functional expertise to enterprise-wide perspective.

Financing and financial analysis - Capital markets financial advisory services and commercial lending experience including merger and acquisition, private placements, syndications and securitizations.

Branding - Brand development, repositioning and building, as well as value proposition and customer experience development.

Marketing - client segmentation, defining differentiated customer experience, advertising and creative development, direct mail and marketing, sports marketing, corporate sponsorships and promotion.

Product Management - Expertise in product development and enhancement, pricing strategies, budgeting/forecasting, and cost management.

## Current Professional Experience

Director, Hinsdale Bank & Trust - a subsidiary of Wintrust Financial Corporation. Former Executive Vice President and Chief Marketing Officer of LaSalle Bank - (sold to Bank of America in late 2000's). At LaSalle, she led all aspects of marketing, had P&L accountability for a suite of retail products with \$1B in revenues, and served on the ABN AMRO Global Communications Board. McInerney played a leading role in developing a branded value proposition generating a 60% earnings increase in the retail business.

## Prior Professional Experience

At BMO Harris Bank, as Executive Vice President in the Retail Bank was responsible for Marketing and Client Strategy, Alternative Channels, and Strategic Development: As Executive Vice President of Harris Private Bank, she had P&L accountability for \$100MM line of business. Responsible for sales and delivery of integrated banking, trust, investment, and financial planning services. Member of Harris Bank Executive Management Committee. Earlier career responsibilities included a variety of revenue generating roles (e.g. sales management, marketing, and customer relationship management) in capital markets, corporate treasury management and commercial lending.

Also, served as Executive Director, *CEO Perspectives*, a unique invitation-only leadership program for C-Suite executives of major corporations to accelerate executive leadership skills and enterprise-wide perspective for executives reporting to the CEO. The program integrated the latest academic research and frameworks with the insights of sitting CEOs and Board Chairs.

## Other Industry Experience

Crisis management related to customer data privacy breaches; regulatory compliance

## Public and Private Company Boards

ProTec Insurance Company and TruAssure Insurance Company (the for-profit arms of Delta Dental of Illinois). Chair of Protec Service 2010-2014.

ADABEI, Inc. (the for-profit arm of the American Dental Association specializing in small business services to dentists). Chair of the finance and audit committee, and member nominating committee. Service from 2005 – 2009.

Harris Bank Hinsdale - assets of \$1 Billion, providing retail and small business banking and private wealth services in Illinois. Served on board 2001-2005.

Medical Business Associates, Inc., (a company specializing in health care reimbursement consulting, audit and forensic services). Served on Advisory Board.

## Non-Profit Boards

Children's Home and Aid – 2009-2019. Member of Executive Committee and Vice Chair of Board Affairs. Past Chair Resource Development.

The Chicago Network - 2000 through 2012, Past – Chair. Also Chaired Communications Committee, Women in the Forefront Luncheon, and the Census Committee. Also served as Treasurer.

The Chicago International Film Festival - 2000 - 2007 - member, gala committee.

ION (The Interorganizational Network) - 2007 - 2009- Secretary and member of the Executive Committee (advocates for representation of women on corporate boards).

## Professional Associations and Civic Affiliations

The Economic Club of Chicago, and the Chicago Club.

Past member of the Financial Services Round Table, the Consumer Bankers Association (member of Marketing Roundtable), the Bank Marketing Association, and National Association of Corporate Directors.

Prior member of The United Way Campaign Cabinet, The United Way Tocqueville Advisory Council, and Co-Chair of the Corporate Committee of the Women Leadership Council. Also, YWCA Millennium Circle, YWCA Venture Philanthropy Fund, Girl Scouts' Camp CEO, and Ravinia Planned Giving Advisory Council.

## Education and Interest

Corporate Governance Program – Kellogg School of Management at Northwestern

Chicago Booth School of Management - MBA in Finance and Marketing,

Northwestern University BA in Economics

Advanced Executive Program - Northwestern University Kellogg School and University of Western Ontario Ivey School in 2000.

Interests and Activities include - Travel, fitness, theater and film, history and literature.