



PROFESSIONAL EXPERTISE SUMMARY

- Board governance
- Event Planning
- Financial Statement Analysis & Audit
- Fundraising
- Project Management
- Strategic Planning
- Talent Management

CONTACT

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
B.A., HISTORY

COVELL ADAMS

CHIEF OPERATING OFFICER

EXECUTIVE SUMMARY

COO of D.C.-based trade association representing over 370 member firms across the financial services industry. Expertly runs all operations of the company, overseeing Finance, Human Resources (HR), Information Technology (IT), Membership Relations, Administration, Sales, Conferences/Events, Education, Diversity, Equity & Inclusion (DEI), and Women in Securitization (WiS). Maintains P&L responsibility for the organization's eight-figure annual budget and financial reporting. Prior professional experiences include group Chief Operating Officer roles at Wells Fargo and Bank of America investment banks. Domain expert in operational efficiency and external-facing customer experience (CX) including educational programming, marketing and sponsorship campaigns.

RELEVANT EXPERIENCE

Freedom School Partners, Development Committee

April 2021 - Present

- Co-organized inaugural FSP Scholar Society Event
- FSP Gifts Acknowledgement volunteer
- Volunteer- Harambee reader program
- Brand Champion through personal campaigning to 200+ participants

Scholarship Committee, Structured Finance Foundation

2020 - Present

- Established partnership with First Book during onset of pandemic
- Created and executed new fundraising drives in wake of pandemic
- Created governance framework for scholarship committee
- Review and recommend recipients for annual scholarship awards

Philanthropy Committee, A Child's Place

February 2018 - October 2019

- 2019 Annual Gala Committee Leader
- Created outreach campaigns for net-new fundraising activities

WiS, Former Committee Chair, Current Executive Officer

2017 - Present

- Installed new program for corporate and individual support, resulting in a 112% YoY increase in dollars in 2022, and a 144% increase in individual sponsors (2022)
- Established nationwide partnership with Junior Achievement (2020)

Vice Chair, Structured Finance Foundation

2016 - 2017

- Established annual scholarship program
- Head of Fundraising: individual and corporate sponsorships
- Committee Chair: 2017 Annual Gala fundraising campaigns



Hendrick Ellis
Head of Enterprise Services
Chief Operating Officer, CAO Group

HENDRICK ELLIS is the Enterprise Services executive in Bank of America's Global Human Resources organization. In this role, he leads the team that delivers important services to teammates across the company including creative services, office supplies, postal and print services, food services, and sports and event ticket management. The team focuses on improving service delivery through operational excellence and expense reduction.

Hendrick is also the chief operating officer (COO) supporting the Chief Administrative Officer (CAO) Group, which includes Public Policy, Environmental, Social & Governance, Corporate and External Communications, Local Markets, Sports Sponsorships, Corporate Security and other related functions. As COO, he's responsible for workforce management, issues management, and risk governance and controls, with a focus on quality assurance, business continuity and resiliency, third party governance and business controls monitoring. In addition, he oversees CAO change management governance with a portfolio of \$62MM in technology spending, annually.

Since joining the bank in 1997, Hendrick has held several senior leadership roles in Global Technology & Operations (GT&O) and Finance, including financial executive for past transitions and business financial officer for Global Wealth & Investment Management, Retail Banking, and GT&O. He also served as Global Treasury Solutions executive for the Global Treasury Operations organization.

Hendrick holds several advisory roles across the company, including serving as Executive Sponsor for the Black Professional Group Employee Network, building on his commitment to advance diversity and inclusion in support of our teammates, clients and communities. He also serves as market sponsor for Columbia, South Carolina, providing mentorship and advocacy for the market president and helping ensure the market fulfills its core responsibilities. Hendrick has served as the executive sponsor for CAO's D&I ESAT Council and CAO's Black/African American Advisory Council, focused on enhancing employee engagement and creating a diverse and inclusive workplace.

Externally, Hendrick serves on the board of 7th Street Public Market whose focus is to drive economic mobility in the Charlotte community for emerging small business entrepreneurs. Hendrick is also a board member for the United Way of Central Carolinas.

Based in Charlotte, he holds a bachelor's degree in finance from the University of South Carolina and an MBA from the University of North Carolina at Chapel Hill.

EXPERIENCE

AMERICAN EXPRESS New York, NY
Director 2003 – 2013

Global Marketplace Insights **Company-wide**

- Generated actionable market insights to advise senior leaders on business decisions to drive growth and loyalty
 - Managed global internal team of six and external research consultants with a \$6.5MM budget
- Led global market share analysis for CEO and executive team, covering industry dynamics & AXP implications
- Global Network Business: led team on all market research and competitive intelligence initiatives, growing insights research by 107%. Presented to senior leaders and external partners
- OPEN Small Business: led all competitive intelligence initiatives, presenting business implications to BU leaders
- Managed global secondary research capabilities across all Amex business units and 40+ vendors
- *Awarded Chairman's Compensation Award for top performers across American Express*

Travel Industry Development **Merchant Network Business**

- Led team of three to identify and create new platforms to drive greater credit card spend in travel merchants
- Launched first-ever international travel marketing platform program driving \$3.3M incremental card spend
- Designed innovative airline market analysis to drive merchant value and signed \$1M partnership to execute
- Built business case to penetrate \$100MM car rental B2B sales to car dealerships; created partner pitch strategy
- *Awarded Merchant Network Business' Platinum Award for innovations in airline industry insights*

Global Prepaid Travel Product Strategy **Global Payments Business**

- Developed and implemented strategies to accelerate the growth of the Travelers Cheque Card product
- Initiatives included setting pricing strategy, creating success metrics/scorecard, leveraging global best practices
- *Awarded Triumph Award for achieving exceptional employee engagement goals for the business*

J.P. MORGAN CHASE & CO. New York, NY
Vice President, Business Development – Chase Retail Bank 2002 – 2003

- Helped build the business case to launch a new consumer investment business; gained senior management buy-in
- Created implementation plans and managed cross-functional/LOB teams of 2-10 members to execute across customer segmentation, financials, sales/service model design, operations, and risk/compliance areas
- Assessed international opportunity to build similar consumer investment business; helped build and launch

BAIN & COMPANY, INC. New York, NY
Consultant, consistently performed in top 20% of class 2000 – 2002

New Business Development for a Leading Financial Services Company

- Developed new credit card reward business concept and entry strategy based on market sizing, competitor research and customer feasibility studies. Recommendations led to a \$20M investment commitment from CEO
- Assessed and recommended strategic partnerships leading to negotiations with two major media and technology players. Provided financial and operational due diligence, valuation analyses and ongoing negotiating strategies

“Drive to the Web” Strategy for a Global Payments Company

- Designed a prioritized strategy for online self-servicing of credit card customers. Identified potential cost saves
- Developed call center plan to migrate cardmembers to online servicing: call transfer process, CSR scripts, etc.

Other: Bain Private Equity rotation – Investment opportunities in publishing; Client development for global retailer

D. E. SHAW & CO, Senior Manager, Controller's Group New York, NY, 1996-1998
• Led monthly reporting of investment results to investors; Managed re-engineering special projects

PricewaterhouseCoopers, Senior Associate, earned early promotion New York, NY, 1994-1996
• Planned, budgeted, and executed annual audits for global investment banks (Goldman Sachs, Bankers Trust, etc.)

EDUCATION

MIT SLOAN SCHOOL OF MANAGEMENT Cambridge, MA
Masters of Business Administration May 2000

- Awarded the Patrick J. McGovern Award for Outstanding Entrepreneurial Achievement

UNIVERSITY OF PENNSYLVANIA, THE WHARTON SCHOOL Philadelphia, PA
Bachelor of Science in Economics, Cum Laude May 1994



Michelle Harley is Central Regional Manager for Fifth Third Bank.

In this strategic leadership role, she is responsible for Fifth Third's 13 Financial Centers in the Central region.

Michelle Harley has been with Fifth Third since 2014. She holds a total of 19 years of leadership experience. She started her leadership career in 2001 at Verizon Wireless. After 13 successful years at Verizon Wireless Michelle knew her passion was leading a team of future leaders to their highest potential.

Michelle transitioned to Fifth Third Bank in 2014 and accepted an opportunity as the Financial Center Manager in Mallard Creek. After 3 years of growing and leading that team to success, Michelle was promoted to Mint Hill Financial Manager III. Michelle has taken on additional responsibilities such as Retail Council, NC Leadership Strategy groups, and being an influential leader and mentor among her peers across NC. Michelle is the proud Co-Chair of the Latin American BRG. Michelle is also a graduate of Leaders Under 40 with CBI.

Michelle was originally born and raised in the heart of New York City and is one of 9 siblings. Michelle and her husband have three children ranging from 5 years to 15 years old. She enjoys being active and is very dedicated to her fitness. Michelle is an avid swimmer, loves the beach and loves the serenity of the ocean.