**Lourdes Sierra**

**Vice President, Client & Community Relations**

**PNC**

Seasoned executive focused on driving innovation within the corporate, public and non-profit sectors to deliver high impact partnerships and programs. 20+ years’ experience in financial services, corporate social responsibility (CSR), community development, financial literacy and asset-building, employee engagement, philanthropic investments and global communications. Passionate about helping low- and moderate-income communities connect to economic opportunity.

**Twitter Handle: @LourdesPNC**

Resolved. Resilient. Recharged. Latina. Champion of LMI communities. Passionate about music, the environment, football y futbol!

**Experience**

* Vice President, Client & Community Relations at PNC; 2019 - Present
* Vice President, Community Relations Officer at BBVA Compass; Sep 2014 - Nov 2019
* Community Development Manager at Desert Schools Federal Credit Union; 2012 - 2014
* External Communications Manager at Freeport-McMoRan Copper & Gold; Aug 2008 - Aug 2010
* Senior Marketing Manager at American Express; 1994 - 2007

**Education**

* Arizona State University -- Bachelors of Science, Marketing/International Business
* Arizona State University -- Masters of Art, Sustainability
* Arizona State University -- Bachelors of Art, Spanish/Latin American Studies
* University of Miami -- MBA in International Business

**Volunteering**

* LISC Phoenix LISC Phoenix -- Local Advisory Committee
* Keep Phoenix Beautiful -- Board Member
* Pete C Garcia Victoria Foundation – Board Member
* AZ Community Reinvestment Collaborative – Board Member
* Friendly House – Board Member