

**Barry Ward****Senior Vice President**

20+ years of banking related experience

Email: bward@mzbierlyconsulting.com

Barry Ward is a Senior Vice President with MZ BIERLY CONSULTING, INC. a consultancy specializing in improving the top-line revenue of regional and community banks. Today he works with clients throughout North America to improve the sales and sales management processes that generate sustainable top-line growth. Barry is currently working with senior managers, business bankers, commercial lenders and branch managers in 5 regional and community banks.

Before joining MZ BIERLY CONSULTING, Barry was a Vice President at RBC Centura Bank where he was responsible for developing opportunities within the small business market. He received numerous awards for his sales performance. Although new to Florida's West Coast Region, Barry became a top performing Business Banker within one year by effectively utilizing a targeted approach to business development.

Before joining RBC Centura, Barry was the Vice President of Endowment Development for The Able Trust, a Public/Private Foundation located in Tallahassee, Florida. In that capacity, Barry was responsible for establishing relationships with individuals throughout the state of Florida. Barry succeeded by correctly identifying potential donors and developing long-range planning tools to facilitate gifts to the foundation. Before joining The Able Trust, Barry served as a Vice President of Business Banking for AmSouth Bank.

A dynamic, well-regarded consultant, Barry delivers practical "I've been there" how-to's and coaching to bankers and sales managers throughout North America. He is a graduate of Florida State University, where he majored in Economics and Business.