

# Individual Nomination Form

**Please review the following information before continuing.**

## Eligibility:

Applicants must be employed by a private sector financial services firm. Please note, only applicants who work in the U.S. or Canada, OR whose FIRMS are based in the U.S. or Canada, will be considered for individual recognition. Women whose primary employment is with trade associations, regulatory agencies, technology vendors, or law, accounting, or other professional services firms are not eligible for this program.

The form is the same regardless of which list a candidate might be interested in — placement is decided internally.

Candidates for the 25 Most Powerful Women in Banking and the 25 Most Powerful Women to Watch must work for an organization whose activities are primarily focused on commercial or retail banking — including banks, thrifts and bank-owned subsidiaries, divisions, or groups. Eligibility for the 25 Most Powerful Women in Banking requires that the applicant be in her current position with her current employer for at least ONE FULL YEAR as of May 31st, 2021. Applicants with less than a year of tenure in their current roles will be considered for our list of the 25 Most Powerful Women to Watch, which highlights senior women who have advanced in their career over the previous year. Our most senior women have moved back and forth between the lists frequently as they tend to be the ones who are given expanded mandates more often than others.

Candidates for the 25 Most Powerful Women in Finance must be employed by financial services firms or divisions of financial services firms involved in nonbank finance, i.e. asset managers, card networks, hedge funds, investment banks, and private equity. In select cases, companies that also own banks may fit into this category.

## Judging criteria:

Applications are evaluated by a selection committee made up of American Banker staff members.

For individual recognition, candidates are evaluated primarily on:

- The size and scope of her job
- Innovation brought to her role/responsibilities
- Initiative
- Performance over the past year
- Influence within her institution (as a leader or profit contributor, for example)
- Influence outside her institution (with community groups, nonprofits, trade groups, industry task forces, and as part of government or regulatory initiatives)

Pro tip: Please bear in mind that detail in the storytelling is helpful to the evaluation process. Avoid making generic claims – for example, talk of “breaking down silos” is far more meaningful with supporting detail about the mechanics of how the candidate achieved this.

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### **Important instructions:**

Please note that we are not accepting printed nomination forms, though PDFs are provided for your convenience. Only submissions collected through the online system will be considered.

Partially completed forms may be saved in the system until ready to be submitted. If you choose to save and exit, you will be asked to supply a password, then you will be given a link. You must retain the password and link, or you will not be able to return to the partially completed application again. We do not have access to your password so cannot help if it is misplaced.

You will be given the option to have an email sent to you with the link. The email you receive in this case will come from [noreply@formstack.com](mailto:noreply@formstack.com). You will still need to remember your password, however.

Every time you save the application to return later, a new link will be generated. If you accidentally use an old link, you will not return to your most updated application, but to a previous version instead.

Please do not hit the "submit" button at the end until the application is fully completed. Once you hit submit, you will not be able to access your application again.

### **Deadline:**

The applications can be completed in two parts.

Part one of the individual applications — which consists mostly of basic information about the candidate — should be completed by Thursday, May 20, at 11:59 p.m. EST to be considered.

When you come to the end of part one, you will see a box to check if you have finished. Please do not check the box if you plan to return to part one to make further additions or changes. The check mark signals to us that part one of your submission is ready, and our evaluation process can commence.

The deadline for hitting the "submit" button at the end of part two is Monday, June 7, at 3 p.m. EST. But please wait until you have completed both part one and part two – and do not intend to return to the application again – to hit "submit."

## Individual Nomination Form

### About the nominee:

(All contact information is for internal use only and will not be published. Fields marked with an \* are required.)

\* Name: \_\_\_\_\_

\* Title: \_\_\_\_\_

\* Company: \_\_\_\_\_

\* Mailing Address: \_\_\_\_\_

\* Email Address: \_\_\_\_\_

\* Telephone Number: \_\_\_\_\_

Twitter account (optional): \_\_\_\_\_

Executive assistant (optional): \_\_\_\_\_

Executive assistant's phone number (optional): \_\_\_\_\_

Executive assistant's email (optional): \_\_\_\_\_

\_\_\_\_\_

**Please also provide information for an alternate contact (media relations representative, human resources official, diversity coordinator, etc.) to whom we may direct follow-up questions about this application can be asked, or to whom and program information about our program can be sent.**

\* Name: \_\_\_\_\_

\* Title: \_\_\_\_\_

\* Company: \_\_\_\_\_

\* Mailing Address: \_\_\_\_\_

\* Email Address: \_\_\_\_\_

\* Telephone Number: \_\_\_\_\_

**Please supply the following information for the nominated team's institution for the full years ending 12/31/2016 and 12/31/2017.**

Company name\*: \_\_\_\_\_

Company Twitter account(s): \_\_\_\_\_

2019 Asset Size (\$000) \* \_\_\_\_\_ 2020 Asset Size (\$000) \* \_\_\_\_\_

2019 Return on Equity (%)\* \_\_\_\_\_ 2020 Return on Equity (%)\* \_\_\_\_\_

Please supply links to the company's earnings releases for the two most recent quarters (the period ending 12/31/20 and the period ending 3/31/21)

**Check here to authorize American Banker to publish the above information.**

- Public information (no authorization necessary)
- Not public information, I give American Banker permission to publish
- Not public information, I DO NOT give American Banker permission to publish

**Please provide any additional notes here:**

**Please provide the following background information about the nominee. A response is required for all questions and may be used for publication.**

In current role since (month and year)\*: \_\_\_\_\_

Number of years in the banking of finance industry\*: \_\_\_\_\_

To whom does the candidate report (name, title)\*: \_\_\_\_\_

Total number of employees (direct and indirect reports) that the candidate leads\*: \_\_\_\_\_

Number of direct reports\*: \_\_\_\_\_

Education\*: \_\_\_\_\_

Previous roles at this firm or other firms (please list)\*: \_\_\_\_\_

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**Please provide a brief description of the candidate's role and responsibilities.**

(Recommendation: Try to be descriptive about what the candidate does, but in everyday language. Avoid jargon and floweriness. Max. 2,000 characters, including spaces.)

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**Please list or describe any external leadership roles you wish to highlight.**

(Note: The leadership roles could be with industry or professional associations, or with charitable or community initiatives. Feel free to note any particularly impactful recent initiatives that you led with a few details. Max. 2,000 characters, including spaces.)

## INDIVIDUAL CONTRIBUTIONS:

Please summarize the candidate's contributions to her institution's performance since the start of 2020. Quantify your answer where possible with performance metrics for the candidate's business line or functional area, and highlight her influence on specific aspects of performance, especially those that are directly relevant to her role and responsibilities. (For example, market share, brand equity, risk management, or corporate governance, etc.)

**Pro tip:** Use the bottom line to help make your case. If the candidate holds a senior management position in a unit, it would be ideal to illustrate success with financial data such as revenue and net income.

**Note:** If including information here that may not be published, please **NOTE THIS** within the narrative provided. For example: Mary Smith is responsible for boosting asset growth in her division by 21% in 2019. (Exact figure may not be published; double-digit percentage is OK to publish.)

(max. 2,000 characters, including spaces)

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**Is there anything else you would like to highlight as part of this nomination that you didn't get a chance to discuss in the above questions?**

(max. 1,500 characters, including spaces)

**Please cite one or more examples of the candidate's ability to innovate, and describe the related results.**

(max. 2,000 characters, including spaces)

**Please answer at least one of the following questions.**

(Note: It is fine to answer more than one question. Maximum length for each answer is 2,000 characters, including spaces. Responses may be published in full or in part, as part of American Banker Magazine's coverage of the Most Powerful Women in Banking and Finance.)

Please describe a significant management decision made in the past year by the candidate and explain the impact it has had.

Please tell us about a recent leadership challenge faced by the candidate and the approach she took to resolve it.

Please outline a policy or idea instituted by the candidate that has been adopted as a best practice at her institution.

Please provide a recent example of how the candidate has had a meaningful impact outside of her institution – in the industry at large, in her community, etc.

**Please answer the first question in the list below and at least one additional question from the list.**

**(Note: The answers should be a first-person narrative, rather than a third-person narrative. It is fine to answer more than one additional question. Maximum length for each answer is 1,500 characters, including spaces. Responses may be published in full or in part, as part of American Banker Magazine's coverage of the Most Powerful Women in Banking and Finance.)**

What pandemic-induced changes to your work life will be intentionally maintained when the COVID-19 crisis passes? And how about your personal life? Have you found any "life hacks" you might not have stumbled on otherwise?\*

What's one professional skill you are currently working on? Please tell us about how and why you chose to make this a recent focus and about what your approach has been to sharpening that skill.

In many ways, and for many reasons, executives in banking (and financial services more generally) have operated within the existing construct, as opposed to changing the construct. But the pandemic changed a lot of existing constructs, including the timeframe for getting massive projects done and the restrictions on working from home. In what ways do you personally foresee changing longstanding constructs to more favorably impact the proportion of women who advance to the senior ranks in the future? The change can be big or small – sometimes small changes can have a big impact. This question is inspired by a quote from Sallie Krawcheck. Speaking about women in male-dominated work cultures like financial services, she has shared this perspective about how women's attitudes are changing: "[We thought] we should play within the existing construct, as opposed to changing the construct."

Please share an experience that you think of as a professional blunder. What was the fallout? What did you learn from it?

Has there been a craft that you learned or a hobby that you took up during the pandemic lockdowns? How did you land on that activity?



**The following questions have no bearing on the judging and only come into play for planning coverage of the Most Powerful Women in the magazine and online.**

**Invitation to pitch an op-ed**

We are looking for a few senior executives to contribute to an op-ed series that will run as part of our Most Powerful Women coverage. These op-eds are an opportunity to showcase some thought leadership on a topic of interest to you that fits with relevant themes (such as leadership, power, workplace dynamics, diversity, sponsorship, unconscious bias, male allies and the role of HR/benefits, just to name a few). All of our op-eds have to meet our editorial standards and go through an editing process. If you would like to write something for the series, please indicate your interest here, and in due time we'll send an email asking for more details on the piece you'd like to propose.

I'd be willing to write an op-ed. Yes, no, or maybe

If you want to provide any additional notes on the above, you can do so here:

**Are you a strong podcast or video interview candidate? Let us know.**

We are looking for a few senior executives to take part in our online Most Powerful Women content, which is expected to include a few podcasts and a few video interviews. These are very much like any traditional interview and the conversation can run the gamut (big-picture industry topics, projects you are working on, leadership challenges, personal, etc.). If you are interested, please indicate so here and in due time we'll reach out via email about the potential opportunity.

I'd be willing to take part in a podcast and/or a video interview. Yes, no, or maybe

If you want to provide any additional notes on the above, you can do so here:

**Please provide a NEW high-resolution photo of the nominee that can be published online and in print. If this nominee appeared in our 2020 coverage of the Most Powerful Women, the photo should be different than the one published last year.**

Please consider submitting an “environmental” type of photo in addition to a typical headshot. “Enviros” show more of the person than just the head and shoulders and generally, though not always, include some background.

**NOTE:** To be used in print, photos should be at least 2MB in size. If the photo needs to be snapped at home because of extenuating circumstances, please be sure it is in focus. Supported formats include .jpg, .png or .tif. Please upload a single .zip file for multiple photos.