



OCTOBER 28-29

2019 NEFMA

Fall Conference & Social Media Awards

PORTSMOUTH HARBORSIDE HOTEL, PORTSMOUTH, NH

This Year's Conference Speakers



**STEPHANIE
GONTHIER**



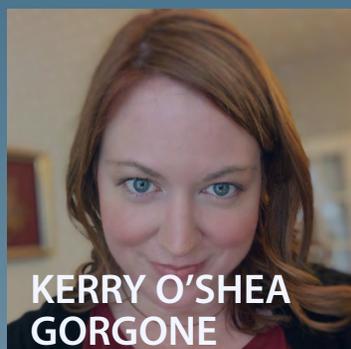
**STU
RICHARDS**



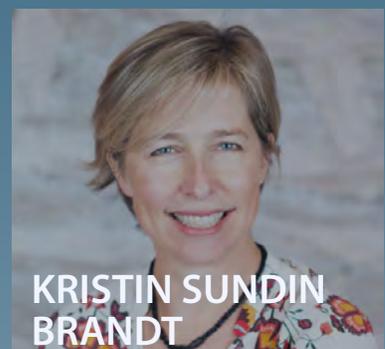
**SHELLEY
REGAN**



**AMBER
FARLEY**



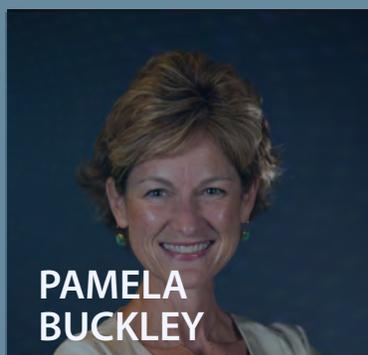
**KERRY O'SHEA
GORGONE**



**KRISTIN SUNDIN
BRANDT**



**GARY
VIERRA**



**PAMELA
BUCKLEY**



Shelley Regin, CFMP



Shelley Regin is the Senior Vice President of Marketing and Sales at Country Bank. She has 24 years of experience in the financial services industry concentrating in retail banking, sales and marketing. Shelley has experienced firsthand the changing landscape of banking and the continuous evolution in bank marketing. Shelley has a Bachelor of Science degree in Business Administration and Management from Western New England College, she also holds the professional designation of Certified Financial Marketing Professional (CFMP) and is a 2017 graduate of the American Bankers Association (ABA) School of Bank Marketing. She is currently pursuing a Master's Degree in Marketing focused in Digital Transformation from Southern New Hampshire University. Shelley serves as the Vice President for The New England Financial Marketing Association and is an Advisory Board Member for the American Bankers Association Bank Marketing School.



Stephanie Gonthier



Stephanie Gonthier is Executive Vice President of Market Street Research. Ms. Gonthier has over 20 years of experience in market research, including leading brand research and positioning studies for banks, credit unions and health systems nationwide. She specializes in banking and financial marketing research, closely following industry trends, and has worked with a wide variety of banks, credit unions, and investment firms.

Ms. Gonthier's professional experience includes P&L responsibility for \$100 MM in institutional revenues, labor relations and union contract negotiation, not-for-profit board management and fundraising, and leading organizations through realignment and restructuring. This breadth of experience adds depth to research findings and recommendations, resulting in highly insightful, actionable research results.



Kerry O'Shea Gorgone



Kerry O'Shea Gorgone designs premium MarketingProfs training products for individual marketers and corporations at MarketingProfs. She's also a speaker, writer, attorney and educator. Kerry hosts the weekly Marketing Smarts podcast for MarketingProfs and co-hosts Punch Out With Katie and Kerry, the show that explores marketing stars' weird hobbies, cool collections, and side hustles. She is also a contributing writer for numerous sites, including Huffington Post, Mark Schaefer's {grow} blog, Social Media Explorer, Entrepreneur, Spin Sucks, and MackCollier.com. Follow her on Twitter: @kerrygorgone.



Amber Farley



FINANCIAL MARKETING SOLUTIONS

Amber Farley, Executive Vice President of Financial Marketing Solutions, is a well-known and respected teacher, presenter and thought leader on digital marketing, emerging media, and social marketing strategies for banks around the country. She teaches at national banking schools like the Stonier Graduate School of Banking, the ABA Bank Marketing School and other statewide banking institutions. Adding usability, meaning, structure, functionality and even fun to the brand experience, she helps banks reach people the new-fashioned way, right at the moment of relevance.



Stu Richards



Stu Richards is Chief Executive of Bredin, a B2B marketing consultancy that helps marketers develop profitable, long-term relationships with small and medium businesses (SMBs) through: Original market research to provide insight into SMB needs, attitudes and preferences & Outreach programs including integrated lead generation, content marketing and sales support programs. Stu is primarily responsible for the acquisition and satisfactory execution of strategic and communications programs for clients such as Allstate, Bank of America, BBVA Compass Bank, Capital One, Chase, Citizens Bank, City National Bank, Commerce Bank, Fidelity Investments, Fifth Third Bank, Wells Fargo & more.

A 20-year veteran of SMB marketing, Stu joined Bredin in 1997 as vice president of marketing. He was named president in 1999 and CEO in 2001. Prior to joining Bredin, Stu served as director of marketing at DeLorme Mapping, product manager at Nabisco Brands, and marketing representative at IBM Corporation. Stu holds an MBA from the Tuck School at Dartmouth College and a BA from Middlebury College.



Gary J. Vierra



Vierra joined BayCoast Bank in September 2015 as Senior Vice President and Chief Risk Officer, assuming responsibility for risk management, compliance/BSA, audit, information security, and physical security for all business units and subsidiaries of the \$1.8 billion savings bank. As a member of the senior management team, he works closely with management, the Audit Committee, and Board of Directors in all matters related to risk management and compliance.

Vierra is highly experienced in the fields of finance, operations, information technology and risk management. He has been part of the senior management team at three financial institutions over his 38 year banking career. He held executive level positions at BankFive in Fall River, the former Slades Bank, now part of Rockland Trust, and the former First Federal Savings Bank of America, now part of Webster Bank. Vierra holds a Bachelor of Science in Business Administration with a concentration in Accounting and a Master's in Business Administration, both from Bryant University.

Married with three children, Vierra resides in Cranston, Rhode Island where he is active in church and civic activities, most notably as a Founding Director and Treasurer for the Argosy Collegiate Charter School in Fall River, Massachusetts. He has also served in various leadership roles with the Boy Scouts of America for 16 years.



Pamela Buckley

CAPCO

Pamela Buckley is a Managing Principal within Capco's Finance, Risk and Compliance Practice. She co-leads Capco's Community Banking Segment, which includes financial institutions with total assets up to \$30 billion. Pam champions Capco's Compliance Risk Management Solutions, and oversees four, distinct Regions throughout the U.S.

Pam is a Certified Regulatory Compliance Manager (CRCM) with 30 years of progressive risk management and regulatory compliance experience and expertise vis a vis FDIC and private sector consulting. Pam often fills key roles including Acting Chief Compliance Officer for Capco's financial institution clients, and has aided many financial institutions in developing, implementing, and maintaining a robust Compliance Management System (CMS), inclusive of effective policies and procedures, three lines of defense, regulatory change management, and customized training.

Pam's background as a former FDIC Review Examiner and Senior Compliance Examiner fuels her understanding of regulatory expectations and industry best practices; and her extensive consulting experience provides insight into practical solutions for Capco clients. She is a frequently requested speaker at local, state, and national industry events, including the ABA's Regulatory Compliance Conference. She is a contributing author of Capco Regulatory Intelligence Briefings, and a presenter of Capco Academy Webinars and Seminars. Capco clients rely on Pam as a trusted advisor who quickly deploys the right solutions and subject matter experts to their changing and evolving needs.

Pam graduated from Babson College with a Bachelor's Degree in Finance/Investments. She resides with her family in the greater Boston area.



Kristin Sundin Brandt



Kristin leads the digital, online, content marketing and social media strategies for Sundin Associates. A highly-rated speaker, she works with state banking associations, industry organizations, clients and companies, offering real-world insights and practical advice on topics including financial marketing, online & digital strategy, content marketing, social media, and women's leadership. In addition to sharing advice and insight through the agency's marketing blog, Kristin also shares her experiences as a business owner and working parent through her personal blog.