

## VICTORIA A. WINBURNE

I've founded and owned businesses. I've served in executive leadership roles through different business cycles: start-up, growth, maturity and sale. I've worked for and with both professional CEOs and founder CEOs. It was through these experiences that I discovered my passion for people who create and lead businesses. My focus is on those who have powerful human leverage. Advance one and you advance many.

### Select Achievements

- Founded two companies and directly advised owner CEOs for 13 years.
- Ranked third nationally in just 2 years in one of the largest financial institutions globally by developing financial business among two segments: family offices and individuals with a minimum of \$5,000,000 in liquidity.
- Solicited commercial banking business for primarily founder-lead, middle market companies with revenues exceeding \$20,000,000 resulting in over \$1,500,000 pre-tax, pre-profit in one year.
- At a founder-lead technology consulting firm, shifted sales efforts on profitable key markets and moved focus to buying, not selling. Doubled cross sales, reduced sales cycle up to 40%, reduced cost of sales 30% in three years.

### OwnerCEOs

2011-present

*Principal, Founder*

OwnerCEOs helps business owners and leaders who think like owners achieve their highest business aspirations effectively and efficiently.

### Wells Fargo Bank

2005-2011

*Vice President, Wealth Consultant, The Private Bank (2008-2011)*

*Vice President, Business Strategy, Commercial Banking (2005-2008)*

Wells Fargo is the fourth largest bank in the U.S. by assets and the largest bank by market capitalization. In 2011, the bank was the 23rd largest company in the United States.

### Financial Transitions Group

2003-2005

*Founder*

Independent, local fee-based financial planning practice delivering plans at a minimum of \$3,000 where the focus was squarely on client needs, not producer commissions.

### HBR Consulting

1999 – 2002

*VP, National Director, Sales and Marketing, United States, United Kingdom*

HBR Consulting is the independent leader in global law firm and law department advisory and implementation services. Winner of the Ernst & Young Entrepreneur of the Year in 2000.

### KPMG, Houston, TX

1998-1999

*Business Marketing, Houston Region*

KPMG is one of the largest professional services networks in the world and one of the Big Four auditors.

## **Bank of America**

**1980 – 1997**

*Vice President, Commercial/Private Bank Marketing, Texas, NM, OK (1997)*

*Vice President, Consumer Marketing, Texas, NM, OK (1995-1997)*

Bank of America is the second largest bank holding company in the United. In 2010, Forbes listed the bank as the 3rd biggest company in the world.

**BA, Hardin-Simmons University**, major areas: education, psychology, vocal performance, cum laude honors graduate

### **Licenses/Accreditations:**

Certified Business Coach

Certified Professional Coach

Preparing Heirs Institute certification

Certificate, commercial lending, American Bankers Association.

Business and leadership coaching, \$46,000 self-funded over a decade

Financial Statement Analysis

Cash Flow Analysis

Creative Loan Structuring

Omega Sales Training

Miller Heiman Strategic Selling

Bank Marketing School graduate

### **Leadership Activities**

Opera in the Heights, board member and 2011 gala chairman, raising 28% more revenue than in 2010 during a strained economy

Houston Achievement Place, advisory board and business development committee member

Rainard School for the Gifted, former board member

Mentor for the National Association of Women MBAs

### **Awards**

LEND Award at NCNB for excellence in serving the CRA market segment.

Service Achievement Award at NationsBank for implementing a successful alternative banking initiative for the southern US region.

Work Life Balance at NCNB