

LUIS G. LOBO
EVP - Manager Multicultural Markets
BB&T
Winston Salem, NC

**2014 recipient of National Society Daughters of the American Revolution Americanism Medal
2015 Ellis Island Medal of Honor**

Luis Lobo serves as the Executive Vice President and Manager of Multicultural Banking for BB&T. Most recently he was President for BB&T's Washington Metropolitan Region based in Washington, D.C. BB&T (Branch Bank and Trust) is the tenth largest bank in the US Based in Winston-Salem, North Carolina, the 143 year old bank has 1900 branches in 12 states and the District of Columbia.

A native of Costa Rica in Central America, he was raised in Lincolnton, N.C. Mr. Lobo received a double major in economics and business administration in 1983 from Belmont Abbey College in the Charlotte area. He earned an MBA from Campbell University at Buies Creeks, North Carolina; and received his degree with honors from the ABA Stonier Graduate School of Banking at the University of Delaware in 1998. He graduated from UNC-Chapel Hill in the Advanced Management Program in 1999.

Mr. Lobo's 31 year career has involved most facets of commercial, retail, mortgage and international banking. He is past Chairman of the Board of Advisors of the American Bankers Association Stonier Graduate School of Banking 2011-2013. Nationally he serves as member of the ABA Community Engagement Council and Foundation, member of the Senior Executive Corporate Advisory Council of the United States Hispanic Chamber of Commerce,

Mr. Lobo lectures extensively at colleges, universities and financial industry forums across the U.S. on "Change Management," "Leadership," and "Sales Culture." Mr. Lobo served 10 years on the faculty of the BB&T Banking School at Wake Forest University and is on the faculty of ABA Stonier Graduate School of Banking at University of Pennsylvania. He has been featured on NPR's Marketplace and national and regional publications.

Mr. Lobo's first book, It IS Your Attitude was published in 2004 by James and Brookfield, Atlanta.