



# RANELL G. WASHINGTON

CORPORATE PARTNERSHIP DEVELOPMENT ADVISOR

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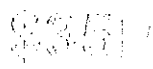
## CORE COMPETENCIES



## PROFILE

Community-focused Partnership Development Advisor with 15+ years of diverse financial and community development experience. Demonstrated ability to identify opportunities for business improvement and lead initiatives to increase organizational effectiveness. A statewide-recognized Thought Leader with a passion for building and transforming communities via technology and entrepreneurship. A dynamic speaker with exceptional facilitation, presentation, negotiation, problem-solving, interpersonal, and communication skills.

## HIGHLIGHTS



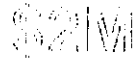
New Business Development



5+ Milwaukee Business Journal Awards



Onboarded 13+ Strategic Statewide Partners (2020)



Operational Budget Management

## BOARD LEADERSHIP

WI Housing and Economic Development Authority

African American Chamber of Commerce of WI

Uptown Crossing Business Improvement District (BID) 16

Milwaukee Excellence Charter School

## COMMUNITY LEADERSHIP

Strategic Partnership Manager  
Milwaukee Film

Commissioner  
City of Milwaukee Plan Commission

Diversity & Inclusion Committee  
Visit Milwaukee

Loan Committee Member  
Legacy Redevelopment Corporation

## AWARDS & HONORS

Keynote Speaker  
Purgolders United Alumni Social - 2021

20 Young Professional Power Brokers  
Milwaukee Business Journal - 2020

40 under 40 Recipient  
Milwaukee Business Journal - 2019

Top 100 Influential Finance Executive  
Milwaukee Business Journal - 2019

Most Influential African-Americans  
Madison365 - 2016

## EXPERIENCE

### Partnership Development Advisor, American Family Insurance, Milwaukee WI, August 2019 – Present

- Allocated \$500K to 40+ organizations for COVID Relief (Small Business, Basic Needs, Health, & Education)
- Created the Mid & End Year Reports and launched the key metrics of how to evaluate partnership success
- Manage long-term partnerships to diversify the talent pipeline for the organization in the Wisconsin region
- Contributed to the Corporate Social Responsibility Impact Report (metrics, dollars spent, outcomes, etc.)
- Implemented the department's CRM Tool to standardize customer status and tracing

### Co-Founder/VP/Director of Finance, Social X MKE, Milwaukee WI, September 2012 – Present

- Co-founded Social X MKE Young Professional Community and spearheaded its growth to 3.5K people
- Cultivated 25 Small Business/Corporate Partners, sourced venues (30+ events) and reached 400 attendees
- Managed the accounting, bookkeeping, budget, proposals, and the allocation of all sponsorship dollars

### Community Development - Team Lead, Town Bank, Milwaukee WI, June 2019 – August 2019

- Promoted from Banking VP to Community Development Leader & returned \$10M in Commercial Business
- Oversaw the lending at 5 branches led by 4 Bank Managers, 2 Treasury Managers, and 1 District Manager
- Developed the growth for Milwaukee banks and achieved the goal of \$20K in cashflow and \$1M in treasury

### Vice President of Business Banking, Town Bank, Milwaukee WI, February 2019 – June 2019

- Promoted from Assistant VP to Banking VP and expanded lending responsibilities from 1 to 4 Branches
- Managed clients and a portfolio of \$10M and conducted 300+ business development/lead generation calls
- Partnered with local organizations to increase the bank's brand awareness in the community

### Assistant VP of Business Banking, Town Bank, Milwaukee WI, March 2016 – February 2019

- Oversaw the lending at 1 branch and performed credit analyses for existing and prospective businesses
- Supported the credit monitoring functions, financial statement reviews and loan covenant compliance
- Studied and analyzed client data to identify gaps and recommended ways to improve the bank's footprint

## EDUCATION

University of Wisconsin-Milwaukee (UWM)  
Bachelor of Science in Finance & Certificate in Real Estate

Milwaukee, WI  
June 2005