

**PALMER'S®**

EXECUTIVE SPEAKER SERIES

Learn from  
*the* **BEST!**

# SPEAKER BIO

**Hugh Rowden,  
Senior Vice President  
Business Growth  
Strategy Director,  
Wells Fargo**



**WELLS  
FARGO**

Hugh is a Business Growth Strategy Director leading a Diverse Customer Segments team in the Consumer & Small Business Bank. His team creates and executes programs that drive growth, retention, and customer experience strategies with innovative approaches to assist a diverse customer base specific to Asian, Black/African American, Hispanic/Latino, Women, veterans, LGBTQ, and Persons with Disabilities. To accomplish this his team collaborates across business lines to bring the totality of Wells Fargo's resources to his customer segment, and prospects.

Over the last 24 years, Rowden's previous roles with Wells Fargo include head of engagement Initiatives & outreach, interim - community relations leader managing local foundation giving and community development activities, local government relations regional director, mortgage servicing outreach director, and retail mortgage sales manager for the Southeast Region.

He attended the University of Northern Colorado, the University of Arkansas Sam M. Walton School of Business for Leadership Development, Stanford University Graduate School of Business for a Data Analysis to Action Program, and earned his Executive MBA from Mercer University at The Eugene W. Stetson School of Business and Economics.