

NBA PRESIDENT & CEO

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Richard J. Baier currently serves as President & CEO of the Nebraska Bankers Association (NBA) and the Nebraska Bankers Insurance Services Company (NBISCO), the for-profit insurance arm of the NBA. In this role, Baier leads the primary financial services trade association in Nebraska. The NBA and NBISCO fulfill their mission through public advocacy, government relations, banker education, industry marketing and promotion and delivery of vital insurance products. Baier also serves as President of the NBA Foundation.

Baier previously served as executive vice president at the Nebraska Chamber of Commerce & Industry. Prior to his position with the Chamber, Baier served for almost nine years for Governors Johanns and Heineman as Director of the Nebraska Department of Economic Development. Baier's other professional experiences include positions with the Development Corporation of North Platte, the Greater York Area Chamber/York County Development Corporation, and the city of La Vista.

Currently, Baier is involved with various industry and community organizations including: Invest Nebraska Corporation Board of Directors, Nebraska Council on Economic Education Executive Committee, Graduate School of Banking at Wisconsin Board of Trustees, Nebraska Diplomats Inc., Nebraska Economic Developers Association, Nebraska Chamber of Commerce & Industry, American Bankers Association State Alliance, and the Knights of Columbus.

A native of La Crosse, Kansas, Baier holds a bachelor's degree in political science from Fort Hays State University and a master's degree in public administration from the University of Nebraska at Omaha. He also completed the Institute for Organizational Management coordinated by the U.S. Chamber of Commerce and previously held the Certified Economic Developer (CEcD) designation from the International Economic Development Council.

Baier and his wife Amanda have two children and reside in Lincoln. In his free time, Richard is active in traveling, sports, Husker athletics, and his church.