

Brooke Mirenda Bio



Brooke Mirenda is the President and CEO of Sunshine State Economic Development Corporation (SEDCO), a certified development company, managing a portfolio of loans over \$145MM.

Prior to joining SEDCO, Brooke spent over 15 years in banking in various leadership roles, mostly in Indiana. Brooke relocated her family from Indiana to Florida in June of 2011.

Brooke has served on many non-profit boards including The Boys and Girls Club, American Red Cross, and Young Leaders Alliance through the Lakewood Ranch Business Alliance. Brooke is an active member of Florida Gulf Coast Commercial Association of Realtors, a board member for Secured Finance Network of Tampa Bay. She is actively involved in the local schools, mentoring students every week in addition to mentoring college students on a monthly basis. Brooke is married with five children and resides in Seminole, Florida.



Angela "Brooke" Mirenda
13797 74th Ave N
Telephone: (941) 720-3779
Seminole, FL 33776
Email: bmirenda@sedco504.com

www.linkedin.com/in/brooke-mirenda-62078746
www.sedco504.com

Work History:

Sunshine State Economic Development Corporation; President/CEO **November 2017-present**

- Oversee all administrative, sales, and operations of the statewide corporation on a daily basis
- Responsible for the development and execution of the annual budget
- Responsible for all investment activities for the organization
- Responsible for the geographic expansion and penetration within the state of Florida for economic growth utilizing the SBA 504 loan program
- Directly manage a team of Business Development Officers for the state of Florida
- Responsible for program development as it applies to loan programs through the SBA as well as internal loan programs
- Responsible for the entire SEDCO staff, including hiring and terminating employees as well as conducting annual evaluations and succession planning
- Responsible for all corporate owned real estate
- Responsible for the implementation and execution of the corporation's strategic plan
- Communicate regularly with board members including presenting all updates to the board including loan, financial and regulatory updates
- Ensure compliance to all regulatory statutes within our loan programs and our corporations policy and procedures

Sunshine State Economic Development Corporation; Vice President **July 2016-November 2017**

- Developed new borrower and commercial bank relationships to facilitate the SBA 504 loan program with primary emphasis in the Tampa Bay and the gulf coast region
 - Worked consistently with senior management of national, regional and community banks to foster new and existing relationships
 - Performed initial underwriting and analysis for creditworthiness and SBA eligibility of new loan requests
 - Performed initial underwriting and credit approval write ups for internal loans.
 - Developed and implemented local marketing strategy via presentations with financial institutions and commercial real estate agents, leadership boards, and panel discussions.
 - Active in local economic development for small businesses with an emphasis on job creation
 - Production for <1 year F/Y 2017
 - 17 loans approved resulting in potential of \$134,608 in one-time processing fees
 - 9 loans funded by July 2017, resulting in \$67,088 in one-time processing fees
- *the processing fees excludes the on-going fee to the CDC throughout the life of the loan

Florida Capital Bank; Vice President, Retail Market Manager**July 2014-July 2016**

- Work closely with Executive and Senior Management to establish goals for continued deposit growth and strategic planning for the bank
- Manage and Lead 4 Branches, including making joint sales calls with the managers, meeting with them quarterly to develop sales and operations abilities and assisting them in meeting sales objectives.
- Develop strategies and incentives for the bank to reach deposit and consumer loan goals
- Responsible for the administration and execution of the Merchant Services program and Credit Card program
- Responsible for all of the Bank's consumer loan portfolio
- Maintain portfolios for commercial loan clients (SBA and USDA)
- Work closely with referral partners to acquire new loan and deposit relationships

BankUnited; Vice President**June 2013- July 2014**

- Opened a new branch in October 2013
- Recruit, hire, lead, train and develop branch staff to prepare them for a new branch
- Work with team to develop strategies for acquisition and outbound sales calls to set appointments for team members
- Ensure daily operations of the branch are completed effectively and efficiently
- Develop strategies to enhance the overall client experience
- Acquire and maintain commercial clients through relationship management: lending and deposit needs (commercial and SBA loans, deposit accounts, treasury management, payroll, merchant services, and lockbox)
- Obtain clients financial records, working with client's tax returns (both personal and business) to determine their cash flow analysis and making recommendations based on the needs of the clients and their capacity of repayment

C1 Bank; Vice President, Banking Center Manager**Jan 2012-June 2013**

- Manage, train and coach an entire banking center team
- Maximize referral efforts by coaching and training team to look for opportunities
- Manage, train, and execute sales through profiling to meet client's needs and objectives
- Create call lists to make outbound sales calls to prospects (business development)
- Create call lists to for personal bankers to set appointments with current clients and prospects
- Ensure daily operations of the banking center are completed effectively and efficiently
- Acquire and maintain consumer clients through a consultative approach: consumer lending, deposit accounts, residential lending
- Acquire and maintain commercial clients through relationship management: lending needs (commercial and SBA loans, deposit accounts, treasury management, payroll, merchant services, investment options and lockbox)
- Maintain existing relationships with clients, while creating new relationships
- Develop strategies to enhance the overall client experience
- Partner with different lines of business to increase the customer experience, utilizing experts in the field

J.P. Morgan Chase; Vice President, Branch Manager (New Build)**June 2011-Jan 2012**

- Training program for 6 months and offered a position to open a new build location in Bradenton/Sarasota in March 2012
- Work closely with District Manager to perform all tasks prior to opening a new branch
- Coach and Monitor sales behaviors of personal bankers
- Ensure operations efficiency in the branch
- Complete outside sales activities as appropriate for new build branch

The Peoples State Bank; SVP, Retail Sales and Operations Manager

February 2008-June 2011

- *Retail Sales Manager/Public Relations*
 - Work within the Executive Management team (President, Exec. Vice President, Chief Financial Officer) to establish goals for continued deposit growth and strategic planning
 - Manage and Lead 10 Branch Managers, including making joint sales calls with the managers, meeting with them monthly to develop sales and operations abilities and assisting them in meeting sales objectives.
 - Develop strategies and incentives for the bank to reach deposit and consumer loan goals
 - Establish consumer loan policies and procedures including training of staff and annual review of the consumer loan policy
 - Responsible for the administration and execution of the Merchant Services program
 - Manage the marketing department including the marketing coordinator by setting budgets, creating and taking advantage of opportunities, and monitoring progress
- *Operations Manager*
 - Create and maintain bank policies and procedures
 - Work closely with Bank's core system to develop forms and workflows to maximize efficiency and cross selling opportunities for the branch employees
 - Develop internal forms, working with internal auditors to maintain the integrity of the forms. i.e. branch cash audits, night depository logs, official items audits, etc.
 - Coordinate the Bank's float staff schedules
 - Backup CFO in BSA and Compliance to ensure policy and procedures are being followed as well as creating and updating policies and procedures per regulation
 - Review and Approve Bank training program, working closely with the teller and new accounts trainers
 - Back up Chief Financial Officer for managing the Bookkeeping Dept.
- *Bank Security Officer*
 - Develop policies and procedures to enhance overall Bank Security
 - Maintain physical security in the branch locations
 - Ensure Branch adheres to compliance requirements as well as suspicious activity

Monroe Bank; AVP, Banking Center Manager

May 2004-February 2008

- Manage and train staff on obtaining referrals
- Maximize referral efforts by coaching and training staff to look for opportunities
- Manage, train, and execute sales through profiling to meet customer's needs and objectives
- Manage 3 additional locations in senior care facilities
- Create call lists to make outbound sales calls to prospects
- Ensure daily operations are completed effectively and efficiently with 4 locations
- Maintain existing relationships with clients, while creating new relationships

Monroe Bank; Operations Manager

September 2003 - May 2004

- Implement daily branch operations and balancing
- Acquire and establish new customers through referrals
- Supervise acquisition and termination of employees
- Create and execute excellence in customer service
- Train and instruct employees on policy and procedure

Licenses and Leadership Past and Present

- Life Insurance License
- Indiana Bankers Association, Leadership Training
- Board Member of Big Brothers Big Sisters (Manatee County)
- Board Member of Bloomington Housing Authority
- Board Member of the American Red Cross
- Board Member of Secured Finance Network

Education:

Indiana University, Bloomington, Indiana
Logansport High School, Logansport, Indiana

August 1997-May 1998
August 1993-June 1997