



**November 16, 2022**  
**University of Richmond**  
**Robins School of Business**

**7:30 A.M. | Networking Breakfast**  
**8:00 A.M. | Program**



**Richard K. Bynum**  
**Chief Corporate Responsibility Officer**  
**The PNC Financial Services Group**

Richard K. Bynum is chief corporate responsibility officer for The PNC Financial Services Group and a member of its Executive Committee. In this role, he leads the PNC Foundation; Community Affairs; ESG practice; Community Development Banking; and Diversity and Inclusion. In addition, Bynum is leading the implementation of PNC's Community Benefits Plan through which the company will provide at least \$88 billion in loans, investments, and other financial support to benefit communities of color and low- and moderate-income individuals and communities, people as well as other underserved individuals and communities over the Plan Period, a 4-year period from Jan. 1, 2022, through Dec. 31, 2025.

Bynum is an accomplished executive with nearly 20 years of executive leadership experience. Prior to being named to his new role in July 2020, Bynum served as regional president for PNC's Greater Washington market from 2017-2020. He previously served as a member of PNC's retail executive leadership team, where he led the Business Banking division. Prior to that, he served as the Greater Washington retail market executive from 2010-2014, where he led consumer and small business

sales. In addition, he served as chief operating officer for Business Banking, where he led the sales force operating platform for hundreds of small business bankers across PNC's footprint.

Bynum began his career with PNC in 2005 in its Executive Leadership Program, holding key roles in the development and execution of revenue-driving businesses and initiatives; strengthening the brand; and enhancing engagement of employees while fostering innovation throughout PNC.

Prior to joining PNC, Bynum had a 12-year career as a senior manager for the American Red Cross. His last role with the organization was as the managing director for disaster response & emergency communications at the Chicago chapter. During his career, he was an operations director for the Kosovo Refugee Operation as well as the September 11th effort in New York.

Bynum, recognized as one of Washington, D.C.'s, most influential business leaders by the *Washington Business Journal*, serves on the boards of numerous non-profit and civic organizations, including the corporate council for the Smithsonian National Museum of African American History & Culture; the Economic Club of Washington, D.C.; the Wolf Trap National Park for the Performing Arts; the Federal City Council; the United Way of the National Capital Area; the Greater Washington Community Foundation, and the Virginia Early Childhood Foundation.

Bynum holds an MBA from the Kellogg School of Management at the Northwestern University and an undergraduate degree in Political Science from Florida State University. He also is a graduate of the Consumers Bankers Association Graduate School of Retail Bank Management.

*Presented by the Robins School of Business, supported by PNC and ChamberRVA*



PNC

