



Jill Flaherty, First Vice President, Business Development, COCC

As First Vice President, Business Development, Jill Flaherty leads COCC's strategic product sales, marketing activities, and pricing-related initiatives. Jill has effectively managed and grown COCC's marketing and branding efforts while increasing efficiencies and collaboration between COCC's product managers, relationship managers, sales teams, and clients. Under Jill's leadership, COCC has seen a doubling in strategic products sales,

leading to one of the company's strongest sales years to date.

Jill started at COCC in 2011 on the Business Development team. She later joined what today is known as the Digital Banking team, and in 2016, Jill began leading COCC's Strategic Products team. Jill graduated from Central Connecticut State University with a bachelor's degree in 2011.



Lisa Jacobi, SVP, Chief Human Resources Officer, COCC

Lisa Jacobi is responsible for leading COCC's HR Total Rewards, Talent Development, Digital Communications, and Corporate Services Teams. Lisa focuses on four key areas to ensure COCC remains competitive within the marketplace: Health & Wellness, Workplace Culture, Learning & Development and Human Capital Management. She has been a driving

force in finding the right talent to power COCC's impressive growth, while shaping a culture that has made the company a preferred employer of choice for several years in a row. She has built a progressive and technically advanced service philosophy and has been a key factor in COCC's continued top employer awards. She continues to impact the organization through her growth of COCC's leadership team, advancing COCC's employee base through a progressive professional development program, along with ensuring all employees are fully engaged in COCC's business priorities. Lisa deeply believes that how COCC collaborates internally directly impacts the overall quality of service that its clients receive each and every day. COCC's strongest asset is its people, and keeping them highly engaged in the business mission ensures future success for COCC.

Lisa earned her Bachelor's degree with Honors from Ithaca College and a Master's in Business Administration (MBA) from the University of Connecticut. Currently, she is certified as a Senior Professional in Human Resources (SPHR) through the Human Resources Certification Institute (HRCI) and also holds her Senior Certified Professional Certification (SHRM-SCP) from the Society of Human Resource Management (SHRM). In addition, Lisa holds an advanced Human Resources Certification through Cornell University's Labor Relations School and also an Executive Certification from the Harvard Business School.

Lisa currently is an active board and committee member with the State of Connecticut DECD Tech Talent Advisory Committee, Human Resources Leadership Forum of Southern New England (HRLF), University of New Haven's Women in Leadership Program, NEACH Workplace Subcommittee, and One Digital Business Advisory and Captive Committee.

Lisa is a past member of Connecticut Technology Council (CTC) Workforce Division, CTC Women of Innovation Nominating Committee, Hartford's Merrill Lynch Business Advisory Committee, and Connecticut Total Rewards Association (CTRA). Lisa has been an active business leadership and culture speaker at many banking association and technology conferences.



April Lewis, MBA, Leadership & Workplace Culture Expert

April Lewis, MBA, is dedicated to enhancing the employee experience and fostering leadership development. She leverages her extensive training and leadership background to facilitate transformative change within individuals and organizations. Her mantra, "Human first, Employee second," underscores her commitment to prioritizing people's well-being in all

aspects of her work.

With a rich professional history spanning roles in human resources, operations, and training, April brings a unique blend of expertise to her endeavors. A combat Army veteran serving in Operation Iraqi Freedom and Operation Bright Star in Egypt, she exemplifies resilience and adaptability.

April is a Certified Executive Coach (International Coaching Federation Accredited), Certified D.I.S.C Facilitator (Personality Insights), Certified Health Coach (Institute of Integrated Health), and Certified Neurolinguistic Programming (NLP) Practitioner (The Center for NLP). Currently, April consults as the Director of the National Center for Workforce Development and Training, in partnership with the Association of Clinicians for the Underserved, where she leads initiatives to empower healthcare professionals serving marginalized communities. She also serves on the Board of Directors for Volunteers of America Florida. April has been recognized as a Top 20 Under 40 honoree in South Carolina and a Top 40 Under 40 honoree in Florida. She holds an MBA with a concentration in HR Management.

As a sought-after keynote speaker and healthcare consultant, April has collaborated with Fortune 100 companies across various industries, from healthcare to banking, offering invaluable insights into leadership and workplace culture. She also served as the Interim Chief Operating Officer of a multi-site healthcare system. Beyond her professional accolades, April is a lover of tacos and believes the best leaders never stop learning... or laughing!



Michelle Orsini, First Vice President, Client Engagement, COCC

Client success at COCC focuses on driving engagement and achieving satisfaction through collaborative progress. With 20 years of community banking experience, Michelle Orsini leads this key component of COCC's service structure, including Client Advisors and Client Partners, the delivery of client training, and the Rochester branch. Michelle's ability to handle complex client interactions makes her an indispensable player in COCC's overall client service strategy. Michelle is highly successful in

creating partnerships between the Client Success Team and COCC clientele while building strong connections with internal service teams. Today, COCC's client success and training teams are comprised of seasoned product, service, and training specialists, and Michelle is a role model for how COCC sees its client service delivery in the future.

Michelle's previous experience in conversions, project management, and customer service, as well as her presence in community financial institutions, contributes to her deep understanding and importance of nurturing positive relationships, alongside her dedication to exceptional service.

Michelle earned her bachelor's degree from New England College of Business and is a graduate of the Connecticut School of Finance and Management.



Brooke Ybarra, Senior Vice President, Innovation & Strategy, American Bankers Association (ABA)

Brooke Ybarra is the Senior Vice President, Innovation & Strategy for the American Bankers Association, where she leads market strategy and insight development on a wide range of fintech issues that impact the banking industry. Brooke has extensive experience in financial services as a

consultant with Accenture (formerly First Annapolis Consulting) focusing on electronic payments issues. In addition, Brooke worked with Marriott International as Senior Director of Global Quality, leading the brand standard audit and accountability programs for the hospitality brand's 7,000+ global properties. Brooke also spent four years at the Central Intelligence Agency, where her last role was that of a Program Manager for the Office of Congressional Affairs. Brooke received her MBA from the McDonough School of Business at Georgetown University, where she was valedictorian of her class. She completed her undergraduate degree in chemical engineering from Stanford University.