

TYME Bank taps risk, insurance expert Jonathan Price for its Advisory Board

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TYME Bank - In Organization

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Soon, it will be tyme for businesses to overcome the effects of the Covid-19 pandemic, and TYME Bank in Organization has tapped one of the region's top risk, insurance and safety experts to be a member of its Advisory Board to help lead the community back.

Farmers Branch-based de novo TYME Bank in Organization has selected Jonathan Price, Senior Director of Risk and Safety at Plano-based Main Event Entertainment for its Advisory Board. Price also is president of the DFW Risk and Insurance Management Society Chapter for 2020.

A veteran risk management executive, Price is a leader of the entertainment services company's pandemic response.

"What Jonathan brings to the TYME Bank Advisory Board is his ability to blend risk management and customer experience," TYME Bank Vice Chairman and CEO Joe Hansen said. "If we are going to be an innovative bank we need someone like Jonathan who can bring his experience to create a great customer experience while managing risk."

Hansen said he sees Price enabling the bank's mission: We don't close deals we open relationships.

"I hope my diverse background of law enforcement, insurance and crisis management will be an asset to TYME Bank, the board and the community," Price said. "This bank is for the community and having experience serving a police officer in our local community, will bring value to the bank."

Hansen said TYME Bank sought Price for his entertainment experience because it is working hard to make the banking experience fun, one that focuses on customizing and personalizing TYME Bank's services enhanced by technology.

"Joe and I have discussed how to incorporate my experience from the hospitality space to ensure our customer's experience match's the heart of the bank," Price said.

TYME Bank in Organization has filed its application for a new charter with the Federal Deposit Insurance Corporation and the Texas Department of Banking and intends to open in the first quarter of 2021, pending regulatory approvals.

Price said his role in leading the DFW Risk Insurance Management Chapter, one of the largest chapters in the nation, will help him advise TYME Bank in Organization.

"Being part of this global risk community is allowing me to have insight into the different market concerns impacting businesses not only in the DFW area, but across the country," he said. "While, it is imperative we understand the community we serve, it's important we understand the impact of Covid-19 across Texas and the U.S."

Price said the knowledge he's gaining from the weekly calls he leads for the organization will be invaluable in his role at TYME Bank in Organization.

"Leading these weekly calls with risk professionals from Chicago, Los Angeles and other markets is ensuring I have insight to what other organizations are doing in response to Covid-19," he said.

Price earned a Bachelor of Business Administration degree from the University of Texas at Arlington. Price actively holds a master peace officer license for the State of Texas and reserves as a deputy constable.

If you would like more information about this topic, please call Joe Hansen at 469-964-2675, or email joe.hansen@tymecapital.com.

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