

*Reginald Jeter* serves as a Assistant Vice President, Financial Center Manager for Fifth Third Bank. In this role, Jeter is responsible for leading financial staff members, managing the day to day financial activities and ensuring the growth and development of retail operations in the Bank's Atlanta, Georgia region.

A native of the Virginia/Washington D.C. area, Jeter attended college at George Mason University in Fairfax, Virginia where he played football and studied business finance. Upon graduation, Jeter channeled his passion of helping individuals and families achieve financial empowerment, and became a personal banker in Metro Washington, D.C. Since that time, he has also served as an Operations Financial Center Manager, Assistant Vice President, Financial Center Manager and District Manager in his 25yr financial career. Jeter is an avid proponent of sustainable communities, and enjoys volunteering with organizations to teach financial literacy to individuals, communities and companies. His ultimate goal is to help families develop strategies which lead to financial freedom and wealth.

During his early adult years, Jeter started suffering from alopecia. Unknowing, this would change his life. Feeling less secure and having some insecurities about his appearance, this particular life changing event was one of the most challenging mindsets to overcome. Not understanding the why, where or the what has caused this condition, it wasn't an easy thing to accept. After years of research and seeing different medical professionals, he became more acceptance of the condition and became more comfortable within his appearance but feels that alopecia is a condition that can alter mindsets, confidence and social lives in many of ways.

Meeting Monee Sanders and understanding her story and reasoning behind her Non-profit, Jeter felt that this was an exciting opportunity to partner up with someone that is so passionate about this particular condition. Ms. Sanders impressed him by not only her passion about the condition, but also the research that she has put towards this initiative, which showed with her communication about the condition. Being thankful to have met Ms. Sanders, he is very much looking to assist her in anyway possible to help with getting her foundation pointed in the right direction.

## **Reginald "Reggie" Jeter**

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