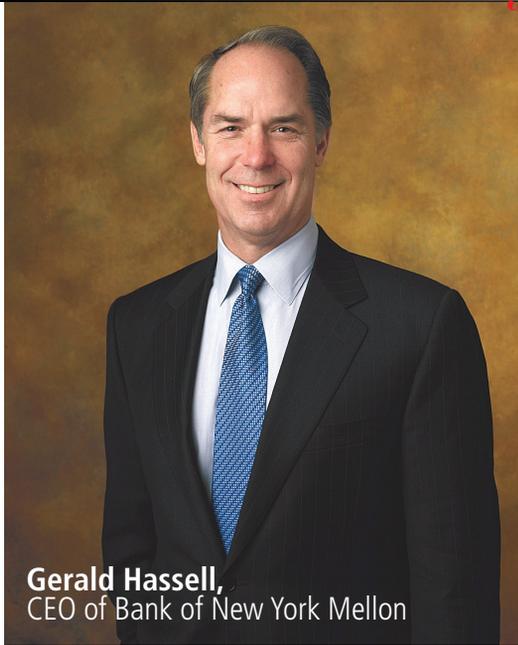




Empowering Latino Leaders



**Gerald Hassell,**  
CEO of Bank of New York Mellon

## THE RIGHT MINDSET

Gerald Hassell, CEO of Bank of New York Mellon, says that the venerable institution looks toward serving the Latino community

Story by Judi Jordan

**W**hat a life! Gerald Hassell was barely legal when he joined America's oldest bank, founded in 1784 by Alexander Hamilton, 1st Secretary of the Treasury. A mere 21, in 1973, fresh from Duke University, Hassell began as a management trainee, and worked his way up, up, up the corporate ladder to the very top. Along the way, Hassell earned an MBA in Finance from Stern School of Business and held numerous positions in the credit and corporate banking divisions.

He patiently paid his dues; Hassell held spots as a senior executive vice president and chief commercial banking officer. At 46, he was named president and a member of the board. During his faithful tenure he's been involved in the formation and operation of the bank's Communications, Entertainment & Publishing Division, and was responsible for strategic planning and administrative services.

He was also a member of the bank's Senior Policy Committee, and is the former chairman of the Board of Visitors of The Fuqua School of Business at Duke University; a member of The Financial Services Roundtable and Financial Services Forum; a member of the board of Private Export Funding Corporation; and Vice Chairman of Big Brothers/Big Sisters of New York. Working with communities gives Gerald great enjoyment, and it is evident that he relishes the new challenge of the growing Latino market, and working with **ALPFA**. It is not a new alliance, but a loyal one that has lasted a decade.

Hassell's gentle voice is what you would expect of a man who has spent his entire career in the most prestigious bank in the nation. His enthusiasm comes as a wonderful surprise.

With Hassell is **Joe Echevarria**, CEO of Deloitte, and board member of Bank of New York Mellon. **His comments begin below and are attributed to him.**

"New York and **ALPFA** have a ten year partnership; we are delighted to be associated with **ALPFA** and proud to be the chair of the committee; it's the first time **ALPFA** has met in New York as well."

"Taking a step back, we are a huge, huge believer [in diversity] all the way from our board members to rank and file, to senior leadership. Clearly, when you bring people of different gender, different nationalities into an equation to solve complex financial problems it results in a better answer, it results in a better situation for our constituents... everyday we're putting our shoulders, money and resource groups into the development of individuals personally, and in our board."

"The challenges are several fold, making sure the culture in your company is accepting of people, no matter where they come from, or what they look like. It's important to extend the opportunity for them to be valuable members and accelerate their careers. Too often large companies promote vertically – the person who's 'next in line'... and people tend to promote people who look and sound like themselves, so you've got to break through that unconscious barrier to promote – that's one thing. *If you have the right culture and mindset in a company; however, in many cases you have to go out of your way to create that opportunity.*"

"We have a somewhat diverse board, not as much as we'd like it to be. We're always looking for expertise in technology, government affairs; we're lucky to have Joe [**Joe Echevarria, CEO of Deloitte and NY Bank Board of Directors Member**] who brought not only diversity but incredible expertise in a number of things, it's a fantastic fit from my point of view."

"There are all sort of market segments that we think about, for example, one of the largest markets we serve is the Latin American market; we have been for over 100 years as an institution. It's a large market for us. The Latino community domestically is a one of increasing wealth; we're trying to develop products and strategies business wise, to service that marketplace. We approach from lots of different segments making sure our products and services meet their needs. We still have a long way to go. It's a huge and growing market for us. It would be difficult to approach the Latino market without having Latinos inside the company to

guide us. Our company is focused on investments; we're finding that we need to tailor our products to serve the needs of those communities. We're trying to adjust to the growing Latino market. We're all challenged with how to improve growth in a slow growth market. We're all challenged by the question— how do we handle technology to reach our clients in a more friendly way?"

"I admire **ALPFA** for promoting the work of the Latino community, and creating visibility for the Latino professionals around the country, and for what they are doing to help companies find great talent and pulling up everybody as part of the process." ●

### BOARD MEMBER:

**Joe Echevarria**  
CEO of Deloitte and  
board member of Bank  
of New York Mellon



"I would remind all Latinos to hold onto their culture; that's what makes America great. To be successful doesn't mean giving up your culture."