



B I O G R A P H Y

BRUCE D. HENDRYX, JD/MBA

Senior Vice President
Director of Closely Held Business Strategies
PNC Asset Management Group

Bruce is a succession planning, development and closely held business expert with PNC's Asset Management Group. He has over 20 years of experience in the banking, investment and public accounting industries. In his role as Senior Vice President and Director of Closely Held Business Strategies, Bruce is responsible for helping business owners prepare for the transfer of their companies, development of real estate and manages closely held businesses currently held in estates and trusts in the Asset Management Group.

In his role as a closely held business advisor, he works with companies to understand their market, their management team and prospects for financial success. In situations where PNC holds these assets, he coordinates the role as shareholder with other owners, officers and directors to best appreciate the benefits and risks to our fiduciary clients. Owners (and in estate situations, their families) appreciate the no-nonsense approach to helping them meet their needs and protect their business interests.

Hendryx also has deep experience in real estate where development is the focus. He currently Chairs a committee responsible for both real estate and private businesses wherein he spearheads analysis and actions around those holdings. In situations where PNC becomes fiduciary of an estate or trust which has ownership of a controlling interest of a closely held entity or sophisticated real estate, Hendryx engages the key strategic personnel of those entities to determine any issues of risk to best preserve and continue to enhance the value of those assets. Once the immediate business situation is understood, the Closely Held and the Real Estate team, as appropriate, then reach out to corporate counsel (or engages such counsel) to determine that the records, organizational structure and strategic management are in order.

Bruce's proven management skills and experience serve him well in situations where a sale of these interests is required. Hendryx coordinates and supervises the sale process ultimately working closely with counsel, strategic partners and the board of directors to finalize a successful transaction.

Bruce earned a Bachelor of Arts degree in Economics from Case Western Reserve University, a Masters of Business Administration degree from the Weatherhead School of Management at Case Western Reserve University and a law degree from the Franklin Thomas Backus School of Law at Case Western Reserve University. Hendryx is currently a member of the Executive Board for the National Trust Closely Held Business Association and has been a member of the Ohio Bar Association, Ohio Employee Ownership Center and Cleveland Estate Planning Council. He has also served on the Legacy Advisory Committee for The Hattie Larlham Foundation, Board for the Trust Education Foundation, Fund-Raising Board for the YMCA Annual Fund and Advisory Committee for the Boy Scouts of America.

