

## ABOUT THE AUTHOR

# Mitzi Pendergrass

Mitzi Pendergrass is a career banker, marketer and entrepreneur and the Founder of OkumuraStrategies, a customer experience advisory firm. She helps organizations develop strategies to increase customer engagement resulting in long-term growth, higher profits, and more loyal customers and employees.

In 2005, Mitzi and her husband John started a full-service community bank in Louisville, Kentucky. Together they raised \$15 million dollars in capital, organized and led a team of seasoned, career bankers, and built an award-winning brand. Under Mitzi's leadership the Bank was recognized locally and nationally for its innovation in service delivery and its customer-centric culture.

Mitzi is a passionate believer that an engaged, loyal workforce is the only way to create engaged, loyal customers. Throughout her career, she has focused on creating high-performance cultures that foster individual growth, employee empowerment, and alignment with the values of the organization.

She is a *magna cum laude* graduate of Indiana Wesleyan University with a degree in marketing and management and is a Net Promoter Certified associate. Mitzi has served on a number of community boards including the local chapter of the American Automobile Association (AAA), the Louisville Forum, and is a current board member of the Kentuckiana Chapter of the Association for Talent Development (ATD). Mitzi also served as chairperson of the 2015 Walk to End Alzheimer's.

In her spare time, Mitzi sings with her church choir and enjoys the conflicting pastimes of exercising and eating French pastries.

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