

**HELENA HAYNES-CARTER APPOINTED AS
CHIEF DIVERSITY, EQUITY & INCLUSION OFFICER, KEYBANK**

February 2022 - Bridge Partners is pleased to announce the appointment of **Helena Haynes-Carter** as Chief Diversity, Equity & Inclusion Officer at **KeyBank**.

Headquartered in Cleveland, Ohio, Key is one of the nation's largest bank-based financial services companies, with assets of approximately \$186.3 billion at December 31, 2021.

Helena joins Key with experience spanning the healthcare, financial services, energy and public sector industries. She most recently served as Senior Director, Global Diversity Equity & Inclusion for UnitedHealth Group. In this role, Helena led enterprise-wide DE&I strategic and business initiatives. During the COVID-19 pandemic, she orchestrated a \$14M response with community-based organizations throughout the U.S., deploying over 30,000 COVID-19 tests, wrap-around services, and care referrals. She has also held past roles at organizations including U.S. Bancorp, Rocky Mountain Minority Supplier Development Council, Xcel Energy, and Colorado Housing and Finance Authority.

Helena holds a bachelor's degree in Business Administration and Marketing Management from University of Colorado and an MBA from Hamline University. She is actively involved in a number of community organization and industry councils and currently serves on the board of National INROADS.

In her new role, Helena will lead the strategy and tactics to improve the acquisition, development, and retention of diverse talent and suppliers.

"We are honored to welcome Helena to KeyBank. Diversity, equity, and inclusion are cornerstones of our culture – representing both who we are and how we do business. Helena will bring energy, experience, and innovation that will advance our long-standing commitment to diversity and inclusion in our workplace, our workforce, and our marketplace." - Chris Gorman, KeyCorp Chairman and CEO.



Helena Haynes-Carter

ABOUT BRIDGE PARTNERS:

- **Bridge Partners** is a retained executive search firm with 19 years of experience leading an inclusive search process to attract senior, diverse executives both nationally and internationally.
- Our firm's mission is to assist our clients in their efforts to build an inclusive culture and attract the very best leadership team, with the most diverse range of experiences and backgrounds, in order to innovate and reflect the customers, communities and constituents they serve.

- Our for-profit and nonprofit clients include **TIAA-CREF, The Hershey Company, Mitsui Rail Capital, Charter Communications, Estée Lauder, GE, Novartis Pharmaceuticals, The Federal Reserve System, Colgate-Palmolive, Starbucks, Vertex, Inc, Justworks, Accion, Metropolitan Museum of Art, and Johns Hopkins University.** They retain Bridge Partners to leverage our innovative search approach and our track-record of presenting the highest caliber, diverse executives.
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