



First Independent
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March, 2010

First Independent Forms Corporate Strategy and Development Group

As First Independent moves into its second century of serving families and businesses in SW Washington and Portland, the company has reorganized several critical functions under a new Strategy and Development Group headed by **Stacey Graham, Chief Strategy Officer**.

The group includes strategy and analysis, marketing, learning & development (staff training), community investment and human resources.

“We’re charting the course for the future of community banking,” said Graham. “Strategy development is becoming a continuous process that requires good data and analysis and integrated products and marketing solutions,” said Graham. “Bringing these functions under one umbrella gives us a competitive advantage, especially when linked to building and training a workforce to serve clients in whatever way they want to bank, from face-to-face interaction to the latest technology applications. I’m excited about the great team of people leading this effort.”

Within the Strategy and Development Group, the strategy and analysis team focuses on market and business intelligence, product development and strategic and business planning. **Kristi Langdon, Vice President/Manager of Financial Planning and Analysis**, leads the team. Prior to joining First Independent in 2005, Langdon was a manager of financial planning and analysis with Hollywood Entertainment. She holds an MBA from University of Washington and a Bachelor’s degree in journalism and marketing from University of Montana.

The marketing team is led by **Tammi Olund**, who has been promoted to **Vice President and Senior Marketing Manager**. Olund joined First Independent in 2006 as retail brand and marketing manager and public relations officer. Previously, she held communications positions with the Sisters of St. Mary in Beaverton and United Way of the Columbia-Willamette. Olund holds a BA in journalism from the University of Oregon and an MA from California State University, Chico.

The bank’s new **Vice President and Senior Human Resources Manager** is **Kelly Kidd**, who joined to First Independent in late 2009 with 15 years of HR experience for companies including Paragon Cable, Microsoft Corporation and, most recently, Vancouver-based nLight. Kidd is a graduate of the

University of South Dakota, where she earned a BA in English and political science and an MA in public administration.

Leading the group is Graham, who joined First Independent in 2005 as Director of Marketing and Sales Development. She was instrumental in the award-winning re-branding of the bank, the strategic integration of business lines and the identification of new business opportunities enterprise-wide. Her 25-year career includes stints as a partner in an Atlanta-based advertising agency and serving as marketing director and then interim president of United Way of the Columbia-Willamette.

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A full service community bank with assets of nearly \$1 billion, First Independent is celebrating its 100th anniversary this year. The bank serves SW Washington and Portland residents and businesses from 20 branches and offices in the region and a variety of online and mobile banking services. Headquartered in Vancouver, WA, with a long tradition of supporting local community organizations, First Independent is committed to enhancing the economic vitality and quality of life in the Pacific Northwest. Member FDIC.