



Nancy Porter serves as BayPort Credit Union's vice president marketing and executive director of its' 501(c)(3) philanthropic arm, the BayPort Foundation. She is charged with leading the planning and execution of data-driven marketing, education, and charitable activities in support of the strategic plan.

Porter brings 30 years of marketing communications experience. She received a strong foundation in advertising as an art director, creative director, and agency president. Then, for nearly two decades, she gained executive-level experience in the financial services industry, reporting directly to the CEOs of a multi-state credit union, a publicly traded regional bank, and one of the world's largest debt-buying and collection agencies.

Prior to joining BayPort, Porter was vice president of corporate marketing of PRA Group, Nasdaq: PRAA, employing 5,000 employees in 12 countries, where she rebuilt a "monitor and manage" communications mindset to a global marketing brand focused on culture, brand, and philanthropy.

Monarch Bank, Nasdaq: MNRK, a regional \$1 billion one-bank holding company, recruited Porter as vice president of marketing and sales to develop, plan, and implement a corporate brand identity to drive new market growth. There she was responsible for employee training, philanthropy, and marketing functions. While at Chartway, a Credit Union with 160,000 members and 40 banking offices in 8 states, Porter served as vice president of marketing, responsible for internal and external communication and oversight of an outside sales division that serviced the retention of over 700 businesses throughout the country.

Active in the community, Porter has served on the board of the American Red Cross, American Cancer Society, Children's Hospital of The King's Daughters, and Tidewater Society of Communicating Arts. In addition, she served as vice-chairman and founding board member of the Chartway We Promise Foundation and adjunct professor at the Virginia Commonwealth University School of Communication Arts & Design.

Porter has received more than 150 awards from some of the most respected marketing associations, including the American Advertising Federation (AAF) Addy® Awards, Credit Union National Association (CUNA) Marketing & Business Development Council Diamond Awards/Social Responsibility Awards, Hospitality Sales & Marketing Association International (HSMIA) Adrian Awards, PRINT Magazine Best Graphic Design Awards, and International Business Stevie® Awards.

Porter received a Bachelor of Arts degree in advertising from Virginia Commonwealth University in Richmond, Virginia.