

**NACD Northwest
Program Takeaways
2018-2019**

The Business of Banking Amid a Changing Technological Landscape

November 15, 2018

Seattle, WA

Panel: Janine Terrano, Director, MultiCare Health Systems; Steve Williams, Founder, Cornerstone Advisors; and Brian Vance, CEO, Heritage Bank

Submitted by: Kimberly Ellwanger NACDNW Board member and Program Captain

- There has been significant consolidation in the banking industry that will likely continue. Large banks are hiring teams of tech workers to meet customer expectations and compete with fintech companies. Banks that cannot meet customers' technology expectations will not likely survive. This will be a challenge for smaller banks. But the regulatory environment makes it more difficult for new entrants into banking, so banks have some time to figure this out: partner with fintech companies, buy them or replicate what they are doing.
- Customers need to be at the center of any technology strategy. Data management is key to long-term success – from privacy and security issues to enhancing the customer experience. Blockchain technologies hold potential to increase efficiencies and enhance the banks' trust function.
- Directors have an obligation to keep up to speed on technology trends. They should understand the role of technology in their companies' strategic plans; meet with their companies' technology teams and/or have them present at board meetings; consider attending conferences to enhance their learning; and consider adding a director to their boards who has technology expertise.