

## 2006 National Winner



# Financial Executive of the Year

### **Ron Riebe: Driving Growth and Profitability Through Leadership and Teamwork**

When Ron Riebe (IMA Akron Chapter member) began his career as a financial professional, he knew what he wanted to accomplish. He immediately set his sights on a legacy that is built on strong leadership, a commitment to business ethics, an emphasis on financial discipline, and a development of mutual trust with the employees he would eventually lead.

Over the years, Riebe has succeeded in doing just that. His ability to weave together a potent combination of technical and interpersonal skills is revealed in his critical eye for fiscal detail, his effective management style, and a knack for identifying and mentoring future talent.

This formula for success has led to Riebe's selection as the national winner of the 2006 Financial Executive of the Year Award. The award, presented by the Institute of Management Accountants (IMA) and Robert Half International, honors executives who exhibit exceptional leadership and achievement in accounting and finance.

#### **Driving Growth and Profitability**

Since joining KeyBank in 2002, Riebe has risen steadily through the ranks to become vice president of pricing, forecasting, and analysis for consumer credit and deposit. He was nominated for his insightful ability to contribute to the operational efficiency and profitability of the organization, conveying a sense of financial and managerial discipline to his department's operations. KeyBank, headquartered in Cleveland and owned by KeyCorp, has become the 13th-largest bank in the United States, with more than 19,000 employees and 2.2 million retail, small business, corporate, and investment clients.

#### **Leadership Through Teamwork**

Managing deposit pricing profitability for \$30 billion in deposits, \$7 billion in forecasting revenue, and \$11 billion in credit is a central focus of Riebe's department. As might be expected, he is intimately involved in numerous analysis and support decisions. In his role, he has been instrumental in the development of automated financial models for various districts served by the company. These models, developed to measure current and future profit margins for retail and business banking, calculate margins to less than a 1% variance. This has saved KeyBank more than 1,000 hours a year in labor.

Riebe and his team also have developed profitable money market deposit and savings products for KeyBank that have resulted in significant revenue.

Managing billions of corporate dollars on top of developing critically intricate financial models requires the ability to direct both people and processes. To achieve a balance between the two, Riebe is known for emphasizing individual accountability among his employees while reporting and measuring team performance.

#### **A Focus on Education and Mentoring**

Riebe's accomplishments extend beyond his position at the bank: His commitment to the community is deep and widespread. From his part-time faculty teaching position at Kent State University and his personally designed Certified Management Accountant (CMA) and Certified Financial Manager (CFM) review courses for the Akron Chapter of IMA, to the development of his three-part Microsoft® Excel course for business professionals and students, teaching and mentoring are at the heart of Riebe's values.

Riebe maintains frequent contact with students and universities, collaborating closely with accounting department chairs and IMA members. As an MBA mentor at Kent State, where he received his MBA, Riebe offers an eight-week online program to teach goal setting, resume writing, interviewing, and job search techniques. "This interaction allows me to prepare promising individuals for successful careers in accounting and finance," he said.

Riebe's community involvement goes beyond the world of academia. His positions include Ohio IMA Council director of CMA/CFA programs for 2005-2006, Akron IMA board member, finance chair for a faith-based organization, and board member for the Portage County Habitat for Humanity.

#### **Public Acknowledgement**

Riebe has received numerous accolades for his work, including the 2002 Michale P. Granieri Associate Director of the Year Award from the Akron IMA Chapter and the 2003 Robert O. Feola IMA Member of the Year Award.

In 2006, Riebe received KeyBank's prestigious Chairman's Award, an honor for which he is justifiably proud. His selection from among 20,000 bank employees nationwide was based on work character, leadership ability, and overall performance to improve efficiency and profitability.

Riebe and his team are committed to continuing to focus on the personal service and customized product development that have been the cornerstones of KeyBank's growth, visibility, and success over the years. It is this philosophy of putting people first that has been at the heart of Riebe's success.

*Ron Riebe was nominated by the Ohio Council of IMA.*

*Each Financial Executive of the Year receives a complimentary two-year IMA membership and an award presentation in his or her honor. The national winner will be awarded a three-year IMA membership and a \$2,500 scholarship donated to the school of his choice. For more information about the Financial Executive of the Year Award, visit [www.financialexecaward.org](http://www.financialexecaward.org).*