



## **ADAM M. VAN VOLKENBURG**

Citizens Bank

Adam is a Senior Vice President and Regional Sales Manager of Citizens Bank in the Capital Region. He oversees and manages the retail branch network in Albany, as well as being instrumental in the creation and adaption of many initiatives that are used bank wide to increase customer loyalty and colleague engagement.

Adam has 16 years of experience in sales and operation management, colleague development and engagement, and customer experience. He is a motivated individual with demonstrates proficiency in listening to clients and employee needs and formulating a tactical action plan to achieve results. He constantly explores opportunities to further elevate customer loyalty and boost revenues, and is known for honesty, integrity and a genuine passion for achieving goals for self and others.

Adam is new to the Capital Region, having grown up in Buffalo, NY. He attended RIT for undergrad and started working for Citizens Bank in Rochester, NY. He has worked in most major cities in NY, including Buffalo, Rochester, Syracuse, Binghamton, and now the Capital Region.