jaci RUSSO, PCM

Professional Certified Marketer through the American Marketing Association

COMMUNITY BANK BRAND STRATEGIST • SPEAKER • AUTHOR



Jaci Russo, PCM, is the CEO and co-founder of brandRUSSO and leads brandRUSSO Bank, the agency's community bank practice. For more than 25 years, she's helped banks find the facts no competitor can copy, then actually show them to customers. Jaci co-wrote Compound Interest with Michael Russo, a book of the small, steady marketing moves community bank marketers used to grow their banks (February 2027). She co-hosts He Said, She Said: Branding, with bank marketers sharing what's working, and leads The Vault, a monthly peer group for community bank marketers. Jaci is a civic leader, mentor and mother of 4. She is part of the less than 1% of women-owned and founded agencies in the U.S.

SIGNATURE TALKS:

- ***Small Moves That Compound***
  The Marketing Plan Community Banks Can Actually Finish
- ***Hiding in Plain Sight***
  The Facts Only Your Bank Can Claim
- ***Same Bank, New Name***
  Keeping Customers Through a Merger, Rename or New CEO
- ***Hometown Beats Big Budget***
  Turning Community Work Into New Customers
- ***The Team of One***
  How Women Leading Community Bank Marketing Get Outsized Results
- ***From Values to Voice***
  Building a Personal Brand People Trust

HOW I SHARE:

- ***Keynotes, Breakouts and Workshops for Banking Conferences and Bankers Associations***
- ***Bank Brand Audits***
- ***The Vault: Monthly Peer Group for Community Bank Marketers***
- ***Co-host of the He Said, She Said: Branding Podcast (280+ Episodes)***
- ***Co-author of Compound Interest (February 2027) and He Said, She Said: Branding***
- ***Brand Builder Workshops***

SUGGESTED INTRO LANGUAGE

With us today is Jaci Russo, PCM, CEO and co-founder of brandRUSSO, where she leads the agency's community bank practice. For more than 25 years, she's helped banks find the facts no competitor can copy. She co-hosts He Said, She Said: Branding, now past 280 episodes, and co-wrote Compound Interest, out in February 2027.

- Co-founder and CEO of brandRUSSO
- Leads brandRUSSO Bank, the agency's community bank practice
- Co-author of Compound Interest (February 2027)
- Co-host of He Said, She Said: Branding (280+ episodes)
- Leads The Vault, a monthly peer group for community bank marketers
- 25+ years of experience as a Brand Strategist
- Started at Creative Artists Agency, then developed brands like Ticketmaster and USA Network for Barry Diller
- Professional Certified Marketer through the American Marketing Association
- Graduate of Leadership Louisiana & the Goldman Sachs 10,000 Small Businesses Program
- Brand consultant through the Edward Lowe Foundation
- Inducted into the Acadiana Business Hall of Fame
- Founder of Brand State U
- Founder of GrowthX Academy
- Co-host of the She's So Bossy Podcast
- Founder of University of Louisiana at Lafayette's ULTRA Program
- Dedicates free time to helping civic organizations and nonprofits
- Proud wife and mother of 4

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Watch my speaker reel

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