

BAI & RMA: Together We're ProSight



- **Rich Histories**

Formed through the merger of BAI and RMA in January 2024, two trusted industry organizations with 100+ year histories serving the financial services industry

- **Complementary Strengths**

The strategic combination brings together BAI's strength in regulatory compliance and retail banking and RMA's expertise in risk management and commercial banking

- **Better Together**

Joining forces enhances our ability to serve leaders at a time when the industry is challenged to meet changing customer needs, adopt new technologies, and manage more complex risk, compliance, and fraud issues

“Pro” signifies the proactive, professional way we support the industry

“Sight” references our foresight as an organization and the insights we deliver

Our Purpose:



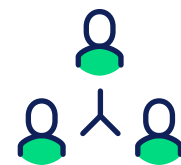
Empowering financial services leaders to strengthen and advance our industry.

Our Values:



Trust

Our foundation of strong relationships built on integrity, confidence and leadership.



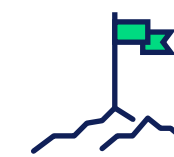
Collaboration

Our commitment to foster a diverse, inclusive environment as we work together toward shared goals.



Innovation

Our desire to create unique solutions and resources for the industry.



Impact

Our motivation to go above and beyond and make a difference.

ProSight Helps You Act with Confidence



Connecting Leaders

To Share Experiences & Address Industry Challenges & Opportunities

Executive Roundtables, Forums, Conferences, Councils, Committees, and Local Chapters



Providing Training & Insights

To Build Your Knowledge & Skills

Compliance & Risk Training, Professional Development, Industry Research, and Thought Leadership



Delivering Tools & Resources

To Help Strengthen & Advance Your Organization

Data, Analytics, Benchmarking, Enterprise Risk & Compliance Management, Fraud Management, and Policy Management

ProSight Financial Association is a **leading, non-lobbying industry organization** and **trusted connector** of people, information, and insights with **deep expertise** in financial services.

ProSight delivers **unique, industry-specific solutions** to address **unmet needs**, creating **positive ripple effects** across organizations and the industry more broadly.

ProSight by the Numbers: *Annual Impact*



Connecting Leaders

25,000

People attending conferences, roundtables & forums

1,500

People engaging in councils, committees & customer advisory groups

5,000

People using the Member Forum

80

Chapters with regional events



Providing Training & Insights

940,000

Learners

10M+

Online course completions

96,000

CPE credits awarded

82,000

Individuals engaging with content



Delivering Tools & Resources

1,400

Organizations using Business Solutions & Benchmarking

3,600

Framework & template downloads

1,000

Institutional Members

ProSight Welcomes New CEO



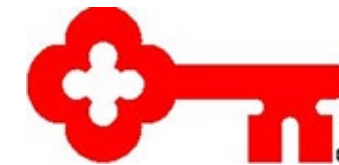
Jen Guidi, Chief Executive Officer
ProSight Financial Association

[Jen Guidi | LinkedIn](#)
jguidi@ProSightFA.org

About Jen

- Over 25 years of financial services industry experience in Commercial Banking, Investment Banking, and Wealth Management
- Most recently served as Managing Director and Sector Head of the Diversified Industry Group East at BMO Financial Group
- Finance degree from University of Iowa Tippie School of Business
- Outstanding leader and relationship builder with a passion for ProSight's purpose and values

ProSight Board of Directors





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ProSight Financial Association

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ProSightFA.org