

BOLD Spotlight:

FifthThird Bank

Beth Hartman

Senior Vice President and Area Sales Manager



FIFTH THIRD BANK



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Tell me about yourself, and your role on the board:

I am a Senior Vice President and Area Sales Manager at Fifth Third Bank in the Treasury Management line of business. My team and I support companies and their working capital needs. Given these unprecedented times, our two current areas of focus with our clients are Accounts Payable & Accounts Receivable automation. I also serve on two nonprofit boards:

[The Southwest Ohio Association for Financial Professionals](#). They are the premier organization for Treasury and Finance professionals in the Greater Cincinnati and Dayton areas. The SWOAFP aims to provide superior educational and networking opportunities to its members, keeping them apprised of important issues affecting the treasury profession. I am currently serving as Vice President and Annual Conference Committee Chair.

[Public Media Connect](#) (the public television stations of CET in Cincinnati and ThinkTV in Dayton). PMC's mission is to strengthen the communities we serve through programs and services that inspire, inform, educate & engage. I am on the Board of Trustees and also currently serve on the Development & Marketing Committee.

What prompted you to participate in BOLD and join a board?

As my career has progressed, I felt like I had accomplished a lot internally at my employer. However, I was looking for ways to engage externally and build a stronger network of connections outside of Fifth Third. I also was at a point in my life where I had more time and resources to commit to the nonprofit community. The time was right and I was ready to give back.

How has BOLD been of value to you in your time as a board member?

BOLD provided to me a great foundation as I started my board journey. The terminology, process of a board meeting, and resources available to boards has been very useful. I have also been able to connect BOLD with Public Media Connect to try and find useful ways to work together for the benefit of our community.

How are you continuing to learn as a board member?

I am still relatively new in my board experiences – I learn every day I am involved! The nonprofit and for-profit arenas are very different, and it forces me to think in a different way. There are also board members who have been involved in these organizations much longer than I have. They continue to educate me on the history of these organizations and how we came to be. Being new, I am also to bring a fresh perspective as well.

What is something that motivates you daily?

Whether at home, work, or in my board experiences, I like to make things happen. I love being a resource for others and helping out in any way I can.