



Meet Jason Sundberg

Market President, United Prairie Bank-Owatonna
SE MN Workforce Development Board Member 2016-2018

What or who influenced you to decide on a career in the banking sector?

My step-father and grandfather both had careers rooted in the banking industry and had a big influence on my career choice. My step-father held various positions on the mortgage side of the bank and retired as the Regional Mortgage Manager for a large bank on the West Coast. My grandfather's career was focused in the bookkeeping and accounting functions within the banks he was employed. I began my banking career as a Teller and have evolved in my roles over the past 22 years to include Teller, Personal Banker, Branch Manager, Senior Vice President, and now Market President.

What is the career pathway for entering your profession?

Having experience in sales, analytics, and knowledge of lending is helpful. It's very common to see bankers advance through entry or junior-level positions in banking to eventually reach a leadership role, like a Market President. As with many industries, this level can be achieved through years of commitment and growth.

What education, experience, and key job competencies are needed for a Market President position?

Market Presidents are responsible for leading our branch offices. They coach team members in their activities to achieve business growth goals for our organization, as well as their own individual goals. This is a vital leadership position in our company and we look for candidates who have acquired a four-year degree and have been in the banking industry for at least 10 years. This position is responsible for managing one of our biggest assets--our people. Having leadership experience is a plus to help our employees be successful in their careers.

Job outlook/employment trends: What do you predict in terms of the demand for banking industry careers now/in the future?

Employment trends can certainly vary between banks. Technology advancements in banking have certainly affected employment models in recent times. More and more clients depend on and expect electronic services. What that can mean for many banks is that they see customers less as they continue to utilize technology more. As this trend continues, banks put more effort into training staff members to connect with customers as a financial expert as opposed to a transactional level. This trend means that banks are seeking employees that enjoy and thrive on customer interaction. United Prairie is a family-owned company. Our employees are invested in creating a great experience for our customers. United Prairie is invested in the innovation of products and services to help our clients make sound financial decisions.

Do you have suggestions for some who is interested in pursuing a banking/marketing career?

I would encourage a meet and greet. Face to face communication is a great way to learn more about the banking industry. I would also encourage you to check out our Careers Page on www.UnitedPrairieBank.com for employment opportunities.