

Meet Charlotte Mecklenburg Library's new board member, Joe Helweg.

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Bank of America Executive Joe Helweg is the Library's newest Board of Trustees member appointed by the Mecklenburg County Board of County Commissioners. Helweg is responsible for First Mortgage & Home Equity loan production and client experience for the Charlotte Consumer Lending site. Helweg also has national execution responsibility and accountability for all call center-based First Mortgage and Home Equity lending to Bank of America's High Net Worth clients that are sourced through Merrill Lynch and U.S. Trust.

"Joe brings significant experience in developing channel and online strategies," said Immediate Past Board Chair, Molly Griffin. "His leadership skills, along with his contributions to date-planning for the next main library, will bring significant support to our work here at the Library."

Helweg joined Bank of America in 1997 as an Assistant General Counsel in the legal department. His interests and leadership contributed to his continued success over time as he quickly moved up in the organization. In 2001, he was appointed team leader in charge of equity investments and alliances of strategic importance to the Consumer Bank. He was promoted to eCommerce Strategy executive in 2003. Helweg was promoted to eCommerce executive for Small Business Banking in 2006. In 2008, Helweg was appointed transition executive to lead assessment and execution efforts on behalf of Consumer & Small Business Banking for the acquisition of Countrywide Financial Corporation. In 2009, Helweg assumed the role of Channel Management & Planning executive for Consumer Banking and was responsible for ensuring an integrated approach to executing key business priorities across banking centers, call centers and digital channels. In 2011, Helweg was appointed Consumer Optimization Executive for Bank of America's Consumer Banking division and was responsible for

leading coordination of Bank of America's 3-year, \$3B New BAC cost reduction & business simplification program, cutting across all Consumer Banking products, channels & support areas.

Helweg holds a Bachelor of Arts degree from Dartmouth College and a Juris Doctor degree from Wake Forest University School of Law. He will serve a two-year term on the Library Board of Trustees.

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