

City National Bank



Diana Rodriguez, Chief Marketing and Communications Officer

Executive level Marketing and Communications leader with deep expertise in financial services. Today, as City National Bank's Chief Marketing and Communications Officer, I lead a team of marketers, communicators, and community engagement, events and sponsorships leaders responsible for ensuring City National's value proposition is clear and differentiated, and that we continue to transform and reinvent the



City National Bank, a subsidiary of Royal Bank of Canada, is the largest bank headquartered in Los Angeles with \$93 billion in assets as of July 31, 2025. Founded in 1954, City National provides personalized banking, investment and trust services in select markets including Los Angeles, Orange County, San Diego, the San Francisco Bay Area, New York City, Nashville, Atlanta, Delaware, Las Vegas, Washington D.C. and Miami.* In addition, the company and its investment affiliates manage or administer \$106 billion in client investment assets. City National is dedicated to strengthening communities, and in 2024 alone, the company made charitable contributions of nearly \$10 million in charitable contributions to nonprofits that support the communities it serves.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Support expansion of key business objectives; reach audiences in modern and creative ways; insights and analytics to drive colleague engagement and client experience

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Adobe, Salesforce, Seismic, Qualtrics, Walker, Workfront, Concierge Live, Blackbaud, Contently, Tethr

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

90

WHO DO YOU REPORT TO?

President & CEO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$25 to \$50 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Grow our athlete sponsorship portfolio, and brand awareness through major influencers. Leveraging targeted partnerships, innovative marketing strategies, and tailored financial products that resonate with athletes/teams. Mortgage business through strategic brand positioning + digital engagement strategies

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Creative agencies, experiential agencies, marketing strategy agencies

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

12 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$5 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C