

Brenda F. Wensil, MSOD*Partner**Flynn Heath Holt Leadership*

BRENDA F. WENSIL, a Partner with Flynn Heath Holt, is an executive leader with a successful background in sales and marketing, advertising, brand management, customer strategy, service experience, and supply chain performance management on both domestic and international levels. She is known for her expertise in building collaborative partnerships and developing teams to improve leader performance and drive results. She is an accredited coach working with leaders and managers in large and mid-size companies as well as non-profit organizations.

She established the first-ever customer focused strategy for the federal government as Chief Customer Experience Officer at the U.S. Department of Education's office of Federal Student Aid, the single largest provider of funding for post-secondary education in the United States.

Brenda held leadership roles for 20 years with Wachovia Corporation (now Wells Fargo) as Head of Customer Strategy, Marketing and Customer Relations, as well as Head of Retail Segments and Director of Enterprise Supplier Performance Management. She was responsible for strong brand advantage, which became an industry leader for nearly a decade. She was also a consultant to Barclays Bank in London, leading an international team to redesign and execute the company's global technology supplier management functions.

Brenda earned a Master's degree in Organizational Development and Executive Coaching from the McColl School of Business at Queens University, and a Bachelor's degree in Journalism from the University of South Carolina. She is accredited by the International Coach Federation, a Senior Fellow of the American Leadership Forum, and a freelance writer. She has provided keynote addresses and panel discussions on the topic of customer retention in the financial industry, and was a featured panelist for the Excellence in Government 2011 annual conference that showcased her group's customer strategy in the field of higher education.