



CAPITOL CITY SPEAKERS BUREAU

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Mari Pat Varga

Travels from: Illinois

Fee Range: \$2,500 - \$5,000

For more than 20 years, Mari Pat Varga has supported businesses and individuals in building organizational cultures and robust communications practices that engage people, customers, and communities while driving profitable results.

With career roots in radio and television broadcasting, Mari Pat's perspectives and practices derive from her varied professional background. Now she offers her communications expertise to leaders in diverse settings. She has been an internal collaborator, working with airlines and the banking industry, as well as a consultant in leading corporate and not-for-profit organizations.

Most recently as the Head of Communication & Leadership for Banco Popular North America (BPNA), Mari Pat was responsible for all internal and external communications, along with overseeing the Banco Popular Foundation and community outreach efforts for the bank. During her tenure at the bank, employee engagement – as measured by Hewitt Associates – increased by nearly 20 percentage points and employee participation in company-wide satisfaction surveys was 95%. In 2007, the Banco Popular Foundation granted over a half million to 43 organizations with 60% of employees contributing – a dramatic shift from 12% contributing in 2005.

Her team developed and implemented all strategic communications that supported the bank in meeting the goals around its four pillars – Performance, Customers, People, and Community. Her team also led BPNA's Customer Service Vision initiative that introduced a bank-wide strategic plan, including process alignment and people engagement, designed to create a culture of superior customer service. Customer satisfaction – as measured by J.D. Power – rose significantly during her time as the bank.

Mari Pat and her team were instrumental in supporting BPNA as it achieved such prestigious honors as the 2005 FORTUNE Best Companies to Work For and regional Best Company awards in Orlando, Chicago, South Florida and St. Louis. In 2006, USA Today Make A Difference Day Award for Community Service. Most recently, BPNA was named an honoree for the 2007 U.S. Chamber of Commerce Corporate Stewardship Award. Communication & Leadership's monthly newsletter, Popular People, was honored in 2006 and 2007, recognized with silver and gold Inspire Awards recognizing Popular People as among the nation's top 100 company newsletters.

From both inside and outside these organizations, Mari Pat has provided expertise as a culture builder and communication consultant, coach, educator, speaker, and trainer. With her guidance, individuals and businesses have increased their leadership acumen, customer loyalty, and employee collaboration through excellent communications and culture-building practices.

Most Requested Programs...

- BRANDYOU Communication : Make Meaning • Be Memorable • Build your Personal Brand