

# case study

## SCALING TREASURY SOLUTIONS

catherinecantey.com

Executive Leadership Across 42 Bank Brands

### Context

At Synovus Financial Corporation, a \$28B financial services institution, Catherine led the selling and implementation of Treasury Management solutions across more than 40 bank divisions in the Southeastern United States. The role required navigating complex systems, regulated environments, and diverse client needs while driving profitable growth.

### Objectives

- Deliver scalable Treasury Management solutions across multiple bank brands
- Align client cash-flow needs with profitable institutional solutions
- Build a consultative sales culture across a decentralized organization

### Approach

Catherine applied a consultative, clarity-driven approach—working closely with executives, relationship managers, and product teams to understand client cash-flow cycles and design tailored solutions. She standardized proposal practices, mentored teams, and ensured solutions could be executed consistently at scale.

### Results

- Treasury solutions delivered across 42 bank brands
- Supported businesses from \$5M to \$300M+ in annual revenue
- Presented proposals with balances from \$100K to \$500M
- Increased service charge income 50% year over year
- Designed the Synovus Shared Program, generating over 900% growth
- Earned six promotions, becoming the youngest Vice President at an affiliate bank
- Mentored and trained 2,000+ staff members
- Led teams producing 300+ RFPs and account reviews annually
- Received the 2010 Innovator Award

### Impact

By combining deep product knowledge, disciplined execution, and consultative leadership, Catherine helped scale Treasury solutions across a complex, multi-brand system—driving revenue growth, strengthening client relationships, and building lasting organizational capability.

### Next Steps

If you operate within a complex financial or enterprise system and need clarity to scale solutions and align teams, connect with Catherine to learn more.

[Catherine@CatherineCantey.com](mailto:Catherine@CatherineCantey.com)

