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City National Bank Hires Saif Ishoof As Chief Innovation Advisor

MIAMI, FL – (March XX, 2022) – City National Bank of Florida (CNB), the state’s Big Bank Alternative, welcomes Saif Ishoof as Chief Innovation Advisor.

In his role at CNB, Ishoof will advise the bank’s executive leadership team on how to maximize engagement within South Florida’s innovation community, how to utilize new technologies as the bank pursues long-term growth, and how to best prepare the institution to serve the technology companies that are active in the region – as well as those entering the market.

Ishoof will also serve as a member of the CNB Board Innovation Technology Committee, where he will guide the bank’s Board Members on using technology to transform the bank’s operations and grow its market share.

Ishoof is a pioneer in South Florida’s expanding entrepreneurship space, having served as Senior Advisor for Innovation & Strategy to Miami Mayor Francis Suarez and as VP for Engagement at Florida International University. This year, Ishoof launched Lab22c, which counsels companies and funders that are growing and scaling their impact in Miami’s innovation ecosystem.

“Florida’s rise as an international hub for technology is diversifying our economy, attracting new companies, and generating high-quality jobs – and CNB is fueling this thriving sector and bringing clients the knowledge and financial solutions needed to continue transforming our state,” City National Bank Vice Chairman and CEO Jorge Gonzalez said. “Saif’s will help CNB ensure we are creating meaningful connections between our bank and Florida companies, while providing our clients with even more value through the use of emergent technologies and new approaches to doing business.”

At the City of Miami, Ishoof led Mayor Francis Suarez’s Venture Miami initiative, which assists companies and funders relocating or expanding to Miami. He advised the city on several signature projects in the cryptocurrency space and frontier technology domain, helping to brand Miami as what Mayor Suarez calls the ‘capital of capital.’ At FIU, Ishoof created partnership with a diverse range of community and corporate partners, including Uber, Royal Caribbean Cruise Lines, Miami-Dade County Public Schools, CareerSource South Florida, and The Beacon Council, among others. Prior to joining FIU, Ishoof served as founding Executive Director of City Year Miami, a nonprofit which provides young adults an opportunity to serve one year in high-need schools as tutors, mentors and role models. Following graduation from the University of Miami School of Law, Ishoof also built a vendor management software company here in Miami.

“With a 75-year history serving businesses in Florida and a long-held commitment to relationship banking that is increasingly hard to find in the banking sector, CNB is positioned to be the bank of choice for innovation companies looking to compete in this state long-term,” Chief Innovation

Advisor at CNB and Founder of Lab22c Saif Ishaq said. “CNB’s deep market knowledge and access it provides to decision makers offers clients a unique value proposition and creates a platform for making a real impact in Florida’s innovation ecosystem.”

A key element of CNB’s presence in the innovation space is the bank’s alliance with the eMerge Americas conference. This year, CNB and eMerge Americas launched the *Startup Studio*, a program designed to bridge the funding gap for minority founders in Florida. The bank is funding \$50,000 in grants for three minority-founded startups that will present their businesses during the *Startup Showcase* at this year’s 2022 eMerge Americas Conference.

In addition to banking technology businesses and the entrepreneurs who lead them, CNB also serves the needs of venture capital and private equity firms. The bank’s suite of services includes commercial and small business banking, commercial real estate lending, residential mortgages, private banking, and wealth management.

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About City National Bank

City National Bank (CNB) is Florida’s ‘Big Bank Alternative’ and the financial institution to which Floridians have turned for more than 75 years. Miami-based CNB has a presence across South and Central Florida and in Jacksonville, with 1,000 employees statewide and more than \$22 billion in assets – up from \$3 billion in 2010 – making it one of the state’s largest financial institutions and one of the nation’s fastest-growing banks. CNB is a subsidiary of Chilean bank Banco de Credito e Inversiones (Bci), and remains a community-centric bank guided by local decision-making, with services including commercial banking, real estate lending, private banking, wealth management, and commercial financing through Bci Capital. CNB is rated 5 stars “Superior” by BauerFinancial and has earned an “Outstanding” Community Reinvestment Act rating for its lending in underserved communities dating back 21 consecutive years. CNB was voted Best Community Bank, Best Business Bank, Best Bank for Commercial Real Estate, Best Bank for Jumbo Loans, Best Private Bank and Best Foreign National Mortgage Lender by the readers of the Daily Business Review. The bank has been named “Best Company for Diversity” by Comparably and has repeatedly been recognized as one of the nation’s “Best Banks to Work For” by American Banker magazine.