

LORIE Y. RUNION  
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## EDUCATION

American Bankers Association  
Stonier Graduate School of Banking  
University of Delaware  
Newark, DE June 1989

M.S., Psychology  
Millersville University  
Millersville, PA December 1980

B.S., Education  
York College of Pennsylvania  
York, PA May 1973

Attended various seminars, conferences and schools through the American Bankers Association, Pennsylvania Bankers Association, North Carolina Bankers Association, Bank Marketing Association/ABA Marketing Network, National Investors Relations Institute, and Executive Leadership Development with the Napier Group.

## EMPLOYMENT

COASTAL CAROLINA UNIVERSITY (CCU) Conway, SC  
August 2018 to Present

Lecturer-Wall College of Business

I teach CBAD 350 Marketing, CBAD 301 Management and Organizations, and MKTG 351 Consumer Market Analysis.

August 2013 to July 2018 and January 2005 to January 2008

Adjunct Faculty Wall College of Business & College of Science

Teaching Associate at the E. Craig Wall, Sr. College of Business

Administration and the Psychology Department of the College of Science at Coastal Carolina University. Courses I have taught to date include CBAD 350 Marketing; CBAD 301 Management and Organizations; MGMT 341 Managing Talent & Development; PSYC 101 General Psychology; and PSYC 470 Industrial/Organizational (I/O) Psychology.

December 2009 to April 2013

ECB BANCORP, INC and EAST CAROLINA BANK Engelhard, NC

Executive Vice President - Chief Administrative Officer & Corporate Secretary

Served as an executive officer and corporate secretary for the holding company and the bank. Managed the Compensation Committee of the Board of Directors. As Chief Administrative Officer, provided executive leadership related to the direction, administration, formulation/review and execution of specific policies, plans and programs in the areas of Strategic Planning, Corporate Communications, Human Resources including executive compensation, Learning and Talent Development (ECB University) and Special Projects. From December 2009 through December 2011 held responsibility for Marketing. Served as a member of the bank's Strategic Thinking Group (STG).

January 2005 to December 2009

BEACH FIRST NATIONAL BANK

Myrtle Beach, SC

Vice President - Human Resources/Sales Management

Responsible for developing, recommending, implementing and administering policies and programs for all human resources functions, including human resources policies and procedures; compensation and benefits, including executive compensation; staffing and employment; employee relations; health/safety and various training and development programs. Supported the bank's initiatives in the area of sales/customer relationship management and the integration of Mortgage Production Offices (MPOs) November 2002 to January 2005

MARKETPLACE STRATEGIES, INC

Myrtle Beach, SC

President/Owner

Provided consulting services to community banks in the areas of Marketing, Human Resources, Training & Development and Strategic Planning. Engaged as an independent contractor/senior consultant for Carreker Corporation's Customer Value Management/EnAct division.

January 1998 to March 2001

FIRST NATIONAL BANK OF PA (FNB)

Hermitage, PA

Executive Vice President

Responsible for all Marketing/CRM and Human Resources programs and initiatives for \$1.4 billion financial institution and supported the \$6.1 billion holding company as requested. Assumed supervisory responsibilities for branch operations. Specifically recruited to build the Marketing function, implement a sales/service culture and assume oversight of the Human Resources function of FNB of PA. Chaired special project committees as assigned by President/CEO, including the implementation and execution of their investment and insurance subsidiaries. Provided executive leadership and assisted in the overall management of the bank including strategic planning.

May 1983 to December 1997

DROVERS BANK (now Fulton Financial)

York, PA

Senior Vice President

Built and managed the Marketing and Human Resources functions of the bank including training and development. Developed and supported retail sales/customer relationship management programs. Member of the bank's senior management team; asset liability committee and rotated through all other board committees. Managed the Human Resources Committee and Marketing Committee of the Board. Oversight of executive leadership development and strategic planning.

February 1979 to May 1983

DAUPHIN DEPOSIT BANK (formerly Southern Pennsylvania Bank)

York, PA

Assistant Personnel Officer

Responsibilities included employment; compensation and benefit administration; policy formation and administration; employee relations and communications; and training.

May 1973 to January 1979

PEOPLES BANK

York, PA

Cross trained to cover all clerical and administrative duties in a branch office including teller/CSR, proof/transit, deposit services and loan operations. Worked summers, holidays, and Friday evenings.

SPRING GROVE AREA SCHOOLS

Spring Grove, PA

Teacher

Taught second, third and fifth grades. Selected by superintendent of schools to serve on his advisory council.

PROFESSIONAL

Past member of National Institute of Investor Relations (NIRI); Society of Human Resources Management (SHRM); National Center of Employee Stock Ownership (NCEO); ABA/Carolina Chapter of Marketing Network; invited to serve on strategic colloquium of senior marketing executives for banks under \$10 billion for ABA Marketing Network for 12 years. Past associate member of South Carolina Bankers Association (SCBA); and held the designation of Certified Financial Marketing Professional (CFMP) through the Institute of Certified Bankers.

REFERENCES

References available upon request