

Truist names veteran leaders to Commercial and Corporate Banking roles

CHARLOTTE, N.C., Sept. 10, 2025 [PRNewswire](#)/ -- Truist Financial Corporation (NYSE: TFC) today announced Jenna Kelly as head of the Consumer and Retail practice group within Truist Corporate Banking and Travis Rhodes as North Carolina West regional president for Truist's Commercial Banking business.

Kelly has more than 30 years of experience with Truist and will lead a team of bankers that serves consumer and retail companies across the U.S. Most recently serving as the North Carolina West regional president, she has overseen Truist's business and community engagement across the region, playing a pivotal role supporting clients and communities. During her career, Kelly has held numerous leadership roles at Truist spanning commercial, middle market and corporate banking, as well as syndicated and leveraged finance.

Rhodes succeeds Kelly as regional president of North Carolina West and will be based in Charlotte. He brings more than 30 years of banking experience to the role and previously served as regional president of Truist's Pennsylvania and New Jersey region since 2018. During his tenure, the Pennsylvania and New Jersey Commercial Banking region experienced significant growth as well as increases in brand recognition and client sentiment. Philadelphia also served as host for the inaugural Truist Championship in May 2025 and the region is a focus area of investment and growth.

A native of Greensboro, North Carolina, and graduate of Appalachian State University, Rhodes joined Truist in Winston-Salem, North Carolina, in 1999. He held numerous roles in commercial and corporate banking across the Triad region and Charlotte prior to leading the Pennsylvania and New Jersey region.

"Jenna and Travis are assuming these roles at an important moment – as we continue to invest in high-growth industries and talent across the [Truist Commercial and Corporate Banking](#) franchise," said Kerry Jessani, head of Commercial and Corporate Banking at Truist. "They are purpose-driven leaders with track records of success building and leading teams, serving communities, and accelerating performance. Naming Jenna and Travis to these roles also demonstrates our commitment to developing strong leaders and leveraging their experience for strategic opportunities."

Truist Commercial and Corporate Banking executes a regional delivery strategy for commercial and middle market companies across Truist's geographic footprint and an industry-centric model to serve large corporate clients nationwide in key sectors. The announcement of Kelly's and Rhodes' new roles complement recent leadership hires and appointments for Truist [Commercial](#) and [Corporate](#) Banking.

Truist Commercial and Corporate Banking is part of the Truist Wholesale Banking segment which provides comprehensive solutions to commercial, corporate, institutional and high-net-worth clients.

About Truist

Truist Financial Corporation is a purpose-driven financial services company committed to inspiring and building better lives and communities. Headquartered in Charlotte, North Carolina, Truist has leading market share in many of the high-growth markets in the U.S. and offers a wide range of products and services through wholesale and consumer businesses, including consumer and small business banking, commercial and corporate banking, investment banking and capital markets, wealth management, payments, and specialized lending businesses. Truist is a top 10 commercial bank with total assets of \$544 billion as of June 30, 2025. Truist Bank, Member FDIC. Equal Housing Lender. Learn more at [Truist.com](#).

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