

Truist hires Corporate Banking leaders for energy and technology sectors

New group heads will accelerate industry-focused strategy

CHARLOTTE, N.C., Oct. 20, 2025 /PRNewswire/ -- Truist Financial Corporation (NYSE: TFC) today announced the addition of new leaders to its Commercial and Corporate Banking franchise, highlighting Truist's ongoing commitment to delivering industry expertise and expanding its market presence to serve large corporate clients across key sectors, including energy and technology.

Jeff Ard joins Truist as Managing Director and Head of Energy and Power Corporate Banking, and Cliff Vaz will serve as Managing Director within the same group. In addition, Veronica LaMarca joins as Head of Technology Corporate Banking.

"These seasoned professionals bring decades of collective experience and proven leadership to Truist," said Jim Pirouz, head of Corporate Banking for Truist. "With our focus on recruiting top talent for these and other key roles, we're well positioned to serve more clients, capture greater market share, and deliver the specialized expertise essential for clients' informed decision-making."

All three are external hires for Truist who are steeped in their areas of expertise:

- Jeff Ard joins Truist with nearly 20 years of banking experience in the energy industry. He brings extensive knowledge of energy companies and their unique banking needs, having most recently served as Citi's North America Head of Energy Corporate Banking.
- Cliff Vaz also comes to Truist from Citi, where he led Upstream Corporate Banking for Natural Resources and Clean Energy. With over 16 years at Citi, Cliff brings deep expertise in client coverage and advisory, sponsor strategy, acquisition finance and treasury solutions.
- Veronica LaMarca joins Truist from J.P. Morgan where she was Managing Director for Technology within Global Corporate Banking. A 20-year veteran of J.P. Morgan across both corporate and investment banking, Veronica brings a strong track record in technology and is poised to advance Truist's offerings for clients nationwide.

These hires expand on previously announced Corporate Banking leaders (September and June 2025) as the bank increases its coverage of key growth segments, including Consumer and Retail; Energy and Power; Financial Institutions; Healthcare; Industrials and Services; Media and Telecom; and Technology.

"The leadership of Jeff, Cliff and Veronica will be immediately beneficial as we advance our strategic priorities, support clients' evolving needs and deliver on our purpose," said Kerry Jessani, head of Commercial and Corporate Banking at Truist. "We'll continue to prioritize attracting and retaining the highest quality talent to expand our reach and deepen our support of clients across the U.S."

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 Sept. 30, 2025. Truist Bank, Member FDIC. Equal Housing Lender. Learn more at [Truist.com](https://truist.com).

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