

Romalise “Mel” Robertson presently heads up and serves as Vice President of LiftFund’s Large Loan Commercial Division for Louisiana and the Delta State Regions, received a Bachelor of Arts degree in Business with a concentration in Economics and a minor in Business Management from Southeastern Louisiana University. He is currently *hours from his MBA. He is a member of the University of Phoenix Entrepreneurship Advisory Board. He seats on a number of boards i.e. MBNL & Baton Rouge University Prep Elementary Charter School, and is involved with a host of civic/professional affiliations.

Robertson has a solid financial background in banking, commercial lending, business planning, financing, packaging, sales, and sales management. He is a creative business professional experienced in multiple facets of financial services. He also have entrepreneurial expertise. One of his roles is to assist entrepreneurs with solving business problems, develop new strategies, and aid in building a plan to take their companies to heights of sales growth and profitability. He is an experienced economic leader/manager/business professional with over a decade in the industry. As standout relationship officer for Bank One, he went on to Hibernia National Bank, which later became Capital One, where he earned a promotion leading to his position as an Assistant Vice President for a Baton Rouge branch. In 2010, Robertson earned “The One Award,” recognizing his leadership in relationship banking.

Robertson has a proven track record in delivering results through communication, strategy, motivation, team-building, and successful program implementation. Highly effective in direct cultivation of business development prospects/opportunities, building networks and creating healthy business professional relationships to grow and sustain their businesses or as individuals. He is a high-performing business leader with significant experience leading economic initiatives. Improvement focused for igniting growth by identifying innovative opportunities (organic and inorganic), building consensus among executive decision-makers, and leading teams to deliver desired results. End-to-end experience including portfolio strategy, financial analysis, and due diligence. Keen ability to solve business problems by leveraging strategic, and financial expertise. Strong track record of leadership and distinction in top professional and community institutions.

Robertson and his team received the ACCION STAR award under his leadership in recognition of achieving/exceeding sales productions goals for the 2013 year at ACCION annual employee conference in San Antonio Texas for the first time since opening its doors in Louisiana in 2009*. Accion is now LiftFund He also led and managed a sales team that deployed more than \$6 million dollars to small business owners and increased small business/commercial sales loan production for the state of Louisiana by 479% from 2011 to 2015*.

Robertson has professional certifications in: How to Read and Understand Financial Statements, Developing Emotional Intelligence, Assessing the Opportunity – Decision Strategy, Assessing Business, Industry, and Management Risk, Analyzing Cash Flow and Projections, Analyzing Business Financial Statements, Identifying Borrowing Causes.

Criticism & Discipline Skills for Managers and Supervisors, How to Communicate with Tact and Professionalism, Leadership, Team-Building, and Coaching Skills for Managers and Supervisors