

Bob Kelly, BNY Mellon **2011 CEO in Action**

Bob Kelly

CEO, BNY Mellon

Headquarters: New York City

Website: www.bnymellon.com

Primary Business: Financial Services

Revenues: \$13.6 billion

Employees: 47,000 (six continents, 36 countries and 100 markets)



For any global company that cares about performance, the decision to foster a diverse and inclusive workforce is not rocket science; it's just good business. As studies clearly show, a diverse workforce is just more effective. Sales tend to be higher. Return on equity tends to be higher. And it's easier to attract and retain top talent. At BNY Mellon, we welcome what each employee has to offer because it's good for clients, good for shareholders and better for all of us. Diversity of thought can be a powerful force: It means that in serving our clients we're able to draw on a wealth of experiences, viewpoints, perspectives and fresh thinking world-wide.

Since creativity so often springs from difference, our diversity translates into innovative solutions for our clients. Worldwide, our company continues to work to ensure a level playing field where each person is able to contribute and advance. And we provide support mechanisms, so no one has to go it alone.

We have established a number of affinity networks. These are formalized networks around the world that support people with a shared characteristic, such as women, people from multi-cultural backgrounds, those with disabilities and lesbian, gay, bisexual and transgender employees. Our affinity networks support thousands of employees and are open to all – not just those for whom the name implies membership.

There is just an incredible power in community, in networking with others and in working together to achieve our goals.

I've also found that stereotypes only have as much power as we give them. When you're winning new business, when you're the one the client wants to speak to, or when you're driving a project to a successful conclusion, your efforts will be recognized. Your work speaks for itself, whoever you are and whatever you do.

As chair of our Global Diversity & Inclusion Council, I feel responsible for ensuring that our organization supports its people, rewards performance and values what each individual brings to our company. My personal involvement also signals to every BNY Mellon employee that it's not just an HR initiative; it's core to our business. The only way we'll deliver on our performance goals is if our people have the room to fully utilize their talents. I'm proud of the progress we've made in recent years to make that a reality. That can only be good for our employees, our clients and our shareholders

Education: Bob is a chartered accountant and FCA with an MBA and an honorary doctorate from Cass Business School, City University in London and a bachelor's degree and honorary doctorate from St. Mary's University in Canada.

Family: Bob and his wife, Rose, have been married for 28 years and have two children.

Community Involvement: Chairman of the Financial Services Forum and President of the Federal Advisory Council of the Federal Reserve Board. Member of the Boards of Directors of the Financial Services Roundtable and the Institute of International Finance (IIF) and a member of the Trilateral Commission and the Partnership for New York City.

Source: Profiles in Diversity Journal <http://www.diversityjournal.com/2731-bob-kelly-bny-mellon/>