



## College of Business

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### **BB&T CEO Kelly King to Speak at ECU on Oct. 30**

**Greenville, N.C.** – Kelly S. King, chairman and chief executive officer of BB&T Corporation, will speak at East Carolina University on Wednesday, Oct. 30, hosted by the College of Business' Leadership and Professional Development Program. The public is invited to attend this free event, which will begin at 3:30 pm in Wright Auditorium at ECU.

King, a native North Carolinian, grew up on his family's tobacco farm outside of Zebulon. He earned both his undergraduate degree in business administration and his MBA from East Carolina University. He has served as Chairman of BB&T since January 2010; President and Chief Executive Officer of BB&T Corporation and Chairman and Chief Executive Officer of Branch Banking & Trust Company since January 2009; Chief Operating Officer of BB&T Corporation and Branch Banking and Trust Company from June 2004 to December 2008; and President of BB&T Corporation from 1996 to June 2004.

King has forged a lifetime of leadership experience with BB&T, devoting 29 of his 41 years of service to BB&T as a member of executive management. He has assumed leadership roles in commercial and retail banking, operations, insurance, corporate financial services, investment services and capital markets. He is credited with leading BB&T to continued profitability and financial stability through the economic downturn beginning in 2008. Under his leadership, BB&T was one of the first institutions to repay TARP funds. His commitment to the company's mission, vision, and values has led to a nationally recognized employee volunteer program, called The Lighthouse Project.

He served on the board of the Federal Reserve Bank of Richmond from 2009 to 2012. He now serves on the Federal Advisory Council of the Federal Reserve System. King has also served on the board of The Clearing House since 2009, and the Financial Services Roundtable since 2010. In 2011, King was ranked #3 "Best CEO" by sell-side analysts in a study by Institutional Investor magazine. For the past two years, BB&T leads all U.S. banks in total awards for small business and middle market banking by Greenwich Associates. In 2012, BB&T was the highest ranked of institutional U.S. banks in Barron's 500 list of America's Top Companies.

Dr. Stan Eakins, dean of the College of Business, said, "The College of Business is thrilled to welcome Kelly King back to campus. He is an exceptional role model for our students – he started as a management trainee at BB&T more than 40 years ago, and now he's at the helm of the company and more than 30,000 employees. We have much to learn from this inspiring leader who has given so much back to his community and university."

#### **About the College of Business at East Carolina University**

The College of Business at East Carolina University was founded in 1936 and has been continuously accredited by the AACSB since 1967. Located in Greenville, N.C., the college continues to grow substantially and now has more than 2,900 undergraduate students, 900 graduate students, 130 faculty members, as well as 30 degrees, majors, and concentrations.

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