**Local Executive Research**

**Objectives**

1. Identify executives and/or directors of the big banks that live in your local city.
2. Get their work addresses, phone numbers, and emails.
3. Get their home addresses and phone numbers.

**Workplan**

1. Identify executives and/or directors of the big banks that live in your local city.
	1. Check DEF 14A filings (also known as the proxies) on SEC website for list of directors and top executive management for each bank.
		1. Go to <http://www.sec.gov/edgar/searchedgar/companysearch.html>
		2. Search for bank by ticker (BAC, JPM, WFC, C, GS, MS, USB, PNC, etc.)
		3. Filter results by filing type by typing in “DEF 14A”
		4. Click on the most recent filing and look at the director and management biographies to find out which directors are in your city, how old they are, and where they work.
	2. Check press releases and news stories to identify the market or state president for each bank.
		1. The bank will most likely have a pressroom or public relations link on its website. Go there and look at press releases about stories in your city or state. Often banks will issue press releases announcing new market presidents, complete with biographies, so those can be particularly helpful.
		2. Do a search of press releases on Lexis-Nexis.
		3. Check stories pertaining to banking issues in the local newspaper. You can find a listing of US newspapers to find local and regional newspapers’ websites here: [http://www.usnpl.com](http://www.usnpl.com/). You can also use Lexis-Nexis for news searches. When there is a story pertaining to the industry in the local press, often the person who gives a quote on behalf of the bank is the market president.
	3. Check social networking sites like LinkedIn, Facebook, etc., and search for people working for the companies in the given city. Focus on people with titles that indicate that they are likely executives.
2. Get their work addresses, phone numbers, and emails.
	1. For bank employees (note: most directors are not employees):
		1. Identify the main corporate office building for the bank in your city. That is most likely where they work. Do some Google searches and see if you can confirm that.
		2. If that doesn’t work, then check campaign finance reports for federal, state, and local elections. Often executives will list their company addresses on those reports.
		3. Here are the email formulas for employees at most of the big banks: firstname.lastname@bankofmaerica.com, firstname.lastname@chase.com, firstname.lastname@citigroup.com, firstname.lastname@gs.com, firstname.lastname@morganstanley.com, firstname.lastname@bnymellon.com. Please note that there are always exceptions to the formulas (e.g., Bank of America CEO Brian Moynihan’s email address is brian.t.moynihan@bankofamerica.com), so you should send a test email from a nondescript email address to make sure it does not bounce back.
		4. If the formula for the company you are looking for is not listed here, then try to figure out the email formula by combing the website and doing Google searches. Company press releases are a good place to start since they often list the contact info for the press contact at the company. Again, be sure to send a test email from a nondescript email address.
		5. Ideally, we want a direct phone line and not a switchboard. Do creative Google searches to try to find a phone number. Check the company website, directory, and newsletters. If there are any letters that the individual has submitted to public officials, they will often list a personal phone number, so those can be a good place to look. Message boards on websites consumer websites can also be a treasure trove. You can also try calling the company switchboard at that office location and seeing if there is a company directory. If you can’t find a direct line, then include the main company number for that office building. If you do find a direct line, it is also worth doing a test call to ensure you have the right number. Dialing \*67 before the phone number allows you to block Caller ID (\*67-212-270-6000).
	2. For non-employee directors of the bank:
		1. Identify where they work from the DEF 14A filing (see I.a, above).
		2. Identify the main office building for their employer in the city where they live. Do some Google searches to see if you can confirm that they do in fact work there.
		3. If that doesn’t work, then check campaign finance reports for federal, state, and local elections. Often executives will list their company addresses on those reports.
		4. Try to figure out the email formula for their company by combing the company website and doing Google searches. Company press releases are a good place to start since they often list the contact info for the press contact at the company. Again, be sure to send a test email from a nondescript email address.
		5. Try to find a direct phone number (see II.a.v, above).
		6. If the person has retired already, try to figure out if they still have an office anyway. Often retired CEOs will maintain offices in their former companies as a perk. Don’t spend too much time on this though. If they are retired, the best place to reach them is probably not at the office.
3. Get their home addresses and phone numbers.
	1. Check online directories (e.g., Google, Yahoo, Zabasearch, Whitepages, Yellowpages, etc.).
	2. Try to figure out the person’s date of birth. If they are listed in the DEF 14A, that will usually include their age. Many press releases announcing new state or market presidents will also include their ages, as will press stories in local newspapers. Try to get as close as you can. This can be helpful in helping you figure out which person you’re looking for if they have a common name (e.g., Brian Moynihan).
	3. Try to figure out the person’s partner’s name. You may find this through Google searches, or a directory. You could even try to look up marriage records (although if they got married a long time ago in a different state, you may have a harder time going this route). The partner’s name could be useful in helping ensure you have the right person, and it can also be helpful in figuring out a home address, since the property might be owned by the partner.
	4. Check campaign finance reports for federal, state, and local elections. Often people list their company address, but sometimes they will list their home addresses. Don’t just go to OpenSecrets or FollowTheMoney. Try to find the actual filings with the FEC or the state/local election boards, since the disclosures are different from one place to the next and you might find more stuff on a given form than what is available on one of those databases that try to capture many different jurisdictions in one place. Also, check Huffington Post’s FundRace page, since that also does a good job listing home addresses.
	5. Check voter registration records in the county to try to get a home address. In many counties, this is much easier if you have both a name and a birthdate. If you have just a month and year (which you can usually get from Zabasearch), it might be worth going through every day of the month, one by one.
	6. Check property records on city or county assessor or recorder websites. Be sure to check neighboring counties and cities as well in case they live in the suburbs. If they own a home, it is most likely listed under their name and/or that of their partner. If you have access to Lexis-Nexis, that can greatly simplify property searches, since you don’t have to search city by city or county by county, but can do entire states or the whole country with one search. In Lexis-Nexis, if you’re searching for a person by name, the most effective way to do it is: firstname w/3 lastname. That way if it’s listed last name first or if there is a middle initial or suffix in the mix, it won’t throw you off. Be sure to search for the person’s partner’s name too. If you’re searching by address in Lexis-Nexis, the most effective way is typically: 123 w/2 Main and Anytown and State (for the address 123 Main Street, Anytown, State, USA).
	7. If you have access to Lexis-Nexis, as a last resort, do a person finder search (note: these can be extremely pricey and are not always worth the money).
	8. You will often end up with many different addresses and it can be tough to figure out which is the most current. Use your best judgment. It’s helpful to try to create a timeline based on the different bits and pieces you gather together (e.g., he bought the home on Elm Street in June 2002 and moved in, bought this home on Oak in May 2005 and moved there but also held onto the Elm Street house, sold the Oak Street house in March 2007 and moved to a new place he bought on Pine where he still lives, and then finally sold the Elm Street house in July 2009).
	9. Chances are that if you found a home address that you will already have found a home phone number as well, unless the number is unlisted. If you haven’t found it, then check an online directory again (see III.a, above) or Lexis-Nexis. If it’s not there, stop looking. If you do find it, it is worth doing a test call to ensure you have the right number. Dialing \*67 before the phone number allows you to block Caller ID (\*67-212-270-6000). This can also help you confirm that you have the correct home address.