

YOU'RE AN INNOVATOR DOES YOUR BANKER GET IT?

By Kittridge Chamberlain,
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DOES THIS COMPANY SOUND FAMILIAR?

Your company is doing something different, novel, evolutionary, or even revolutionary. The path is generally not straight. It can be very, very narrow. And at times it can feel like you're walking on the edge of a cliff.

The process is inherently risky. Your team is all-in. You're investing your company's time, energy, talent, and money for an outcome that is not certain. A competitor could edge ahead of you, so execution is everything. Regulations, the economy, or a tactical hurdle could take you off course.

DO YOU HAVE THE BANKER YOU NEED?

You need a smart, patient, and supportive banker. It's hard to find one who can be all of these things for an innovator. Here is what to look for:

Experience with Innovative Companies

The banker you need is well prepared to travel the path with you. They won't be running to keep up. They understand the innovation process. Not only are they energized by it; they embrace the opportunity and the risk that come with it.

Passion About Your Business

The right banker is passionate about what you're doing. They'll stay close because they care. They'll be a contributor to your process, not an anxious bystander.

You should expect strategy discussions, helpful connections, and insights to help you succeed.

Chemistry

Chemistry is important. Things could get interesting along the way, especially if you're borrowing money. You need to trust and respect each other enough to share the good and the bad.



DOES YOUR BANKER MEET THE TEST? QUESTIONS TO ASK YOUR BANKER:

1 What's their DNA? Where has your banker worked? How has your banker supported innovative teams and companies? What did your banker do to help them in good times and tough times?

Our Commercial Banking Team has many years of experience working with innovative companies. We have clients who innovate in a range of business sectors, from technology and medicine to financial services, logistics, and retail.

2 Since innovation is undertaken with growth in mind, what experience does your banker have with high-growth companies? What challenges and opportunities do they see with rapid growth? What do they like about working with companies that are pushing their boundaries?

We have numerous clients who came to Pacific Mercantile Bank because they were outgrowing their prior bank. We have supported their continued growth with flexible and creative credit facilities and cutting-edge cash management products.

3 What would your banker do if you wanted financing for an unexpected opportunity to innovate or grow? Will they panic or take it in stride?

We relish these opportunities. Late last year, a rapidly growing client approached us about financing new out-of-state locations. We increased their existing multi-million dollar credit facility by 50%. We also expanded their cash management program to manage the cash flow of all their locations from their headquarters in Orange County.

4 Do other people at the bank have the experience they need to support your banker in supporting you? Get specifics. To execute for you, your banker needs to have the right talent around them.

At all levels, our team has experience supporting innovators. Many of us are innovators, too.

DOES YOUR BANKER GET IT?

Innovation is exciting. It's challenging. It's game-changing. Make sure your banking team gets it.

We would welcome the opportunity to be the smart, patient, and supportive banker your company deserves. Give us a call at 714.438.2500.



Kittridge Chamberlain is EVP and Chief Banking Officer at Pacific Mercantile Bank. With over 30 years of experience in sales, relationship management, and risk management, she is responsible for commercial banking activities in the Bank's seven regional offices as well as the Bank's marketing programs. Prior to joining Pacific Mercantile Bank, Kittridge was a consultant to banks and other capital providers. Previously, she was a Senior Credit Officer and Senior Relationship Manager at Silicon Valley Bank. Kittridge also held positions at Tokai Bank of California, First Interstate Bank of California, and Bank of America. To explore how Pacific Mercantile Bank could be the right banking partner for you, email kchamberlain@pmbank.com.



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