

Executive Profile

**WELLS
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Robert "Roby" Schapira

Small Business & Wells Fargo at Work Southwest Community Banking Wells Fargo & Company

In this role, Schapira will evaluate existing retail small business performance, identify strategies and tactics to drive performance and provide insight and guidance regarding optimal investment of resources related to the retail small business banking segment.

Schapira most recently led the New Mexico Small Business and Affluent segments while managing the East Albuquerque District. Prior to this, he was the Sales Development Manager for New Mexico overseeing retail sales initiatives, including Small Business, Affluent and Wells Fargo at Work. Thanks to his leadership, New Mexico was ranked No. 1 for Small Business in the WF footprint in 2010 and No. 2 in 2011. He began his career in 1998 as a part-time teller in Scottsdale, AZ. He has also served as a Personal Banker, Licensed Banker, Store Manager and Sales Development Consultant in Tucson and Phoenix.

Schapira graduated from the University of Arizona with a bachelor's degree in business administration, and is entering his final year at Pacific Coast Banking School in Seattle. He is President of the Albuquerque Public Schools Education Foundation, serves on the Leadership Team for Popejoy Hall at the University of New Mexico, and is an active volunteer coach with the micro lender ACCION New Mexico Colorado Arizona. Schapira represents Wells Fargo across the country including on XM Radio's "Focus Group" segment discussing advice for current and prospective small business owners and how Wells Fargo supports small business. Additionally, he was a panelist at a national Chamber of Commerce meeting in Chicago this year representing Wells Fargo on a panel discussing small business lending; and he was the featured speaker at the ACCION International annual meeting in Colorado presenting on executing on a sales process.