

# Erica Nielsen

Group Head, RBC Personal Banking



## BIOGRAPHY

As Group Head, RBC Personal Banking, Erica is responsible for RBC's personal banking businesses in Canada, the Caribbean and the U.S. Together with other members of Group Executive, Erica is responsible for setting the overall strategic direction of RBC.

In her previous role as Executive Vice President of Personal Financing Products she set the strategic direction for RBC's consumer lending businesses in Canada, including home equity financing, unsecured personal lending, specialized segments, and automotive financing. She also led RBC's international banking businesses, including RBC Bank U.S., serving the U.S. banking needs of Canadians, and RBC's Caribbean Banking business, providing personal, commercial and corporate banking services across that region. Her deep business experience, strategic vision and strong capability to rally teams to outperformance were critical to the successful HSBC Bank Canada acquisition.



Erica joined RBC in 2013 and has held increasingly senior executive roles across RBC's consumer businesses where she set the strategic direction and led all lines of business that serve RBC clients' personal banking, saving, financial planning, and investment needs. This portfolio included: Chequing, Personal Payments, Savings, Term Investments, Mutual Funds Distribution, RBC Direct Investing, RBC InvestEase, and Financial Planning, as well as the client segments for Newcomer, Youth & Young Adult, Healthcare, and Workplace Strategy & Group Products.

Prior to joining RBC in 2013, Erica was an Associate Partner with Oliver Wyman.

Erica holds an Honours Bachelor of Commerce from the I.H. Asper School of Business at the University of Manitoba and an MBA from the Richard Ivey School of Business at the University of Western Ontario. She is a member of the Executive Council of the Canadian Bankers Association, and co-chair of the RBC Canadian Banking Women's Forum. Erica is a committed advocate and mentor for young talent across the bank, and in 2022, she was recognized as one of Canada's Most Powerful Women through the Women's Executive Network (WXN) Top 100 Women awards for her commitment to empower and champion others.