



BARBARA MULLANEY PENDRILL

MANAGING DIRECTOR

EXPERTISE

- ✓ Regulation
- ✓ Structured Products
- ✓ Wealth Management
- ✓ Capital Markets
- ✓ Governance & Controls

EDUCATION

St. John University

Bachelor of Science, Accounting & Economics

EMPLOYMENT HISTORY

SEDA Experts

Managing Director
2024-Current

Maui Raw Inc.

CEO and Founding Partner
2019-Current

Citigroup

MD, Global Head of Relationship Management & Business Development
2018-2019

MD, Global Head of Private Client Solutions & Co-head of CPB Capital Markets
2014-2018

MD, Americas Head of Citi Retail Distribution & Co-head of CPB Capital Markets
2011-2014

MD, Citi Americas Head, Cross Asset Group
2006-2011

MD, Citi Europe, Head of Structuring
2003-2006

DIR, Citi Equity Derivative Structured Sales
1993-2003

VP, Citi Business Financial Control
1989-1993

AVP, Citi Corporate Financial Analysis
1986-1989

Arthur Anderson

Auditor
1983-1986

Barbara is a seasoned financial services executive with extensive expertise in retail financial services and regulatory engagement. In a career that spanned the globe, she held senior roles in derivatives, structuring and latterly retail banking that gave her extensive insight into areas such as retail structured products, margin lending, disclosures and suitability.

Before joining Citi, Barbara started her career at Arthur Anderson as an auditor. She holds a Bachelor of Science in Accounting and Economics from St. John's University, New York. In her early roles at Citi in Europe, she led product development for retail investors, relationship management, client engagement, wealth management, capital markets, and business development.

Upon transferring to New York, Barbara ran the Cross Asset Group before becoming Global Head of Relationship Management and Business Development, where she worked for Citi's top institutional clients in the wealth sector. As Global Head of Private Client Solutions & Co-Head of Citi Private Bank Capital Markets, she formulated and executed a global distribution strategy for Capital Markets products and spearheaded the Markets Direct Access Program for Citi's Ultra High Net Worth clients. Throughout her career, Barbara has been a member of key committees, including the Global Markets Product Approval Committee, the Citi North American Markets Management Committee, and the Global Markets Sales Committee.

After leaving banking in November 2019, Barbara ventured into entrepreneurship as the CEO and Founding Partner of Maui Raw Inc., which focuses on plant-based, clean food. She has also previously acted as an expert witness for the SEC and OCC in matters pertaining to her skills and experience.

Barbara's commitment to philanthropy includes her support for The Center for Family Services of Palm Beach County, where she currently serves on the Board and Chairs the Auction for their largest Fundraising event, as well as her support for Ronald McDonald House and Dress for Success.