Umpqua Bank CEOâ€™s book hits shelves

by Bend_Weekly_News_Sources

â€œLeading For Growthâ€• Reveals Secrets Behind Umpquaâ€™s Growth, Innovation

Umpqua Bank CEO Ray Davisâ€™ new book, Leading for Growth: How Umpqua Bank Got Cool and Created a Culture of Greatness, has been praised by business publications and leaders alike for its clear-cut take on innovative leadership. The book outlines the strategy Davis has relied on to take Umpqua Bank from a small, regional bank with $140 million in assets in 1994 to the internationally known company it is today with 134 stores and assets of more than $7 billion. Leading for Growth will be available in stores and online March 23. A portion of the proceeds from the sale of Leading for Growth will benefit early childhood and family education programs.

â€œRay Davis is the real deal,â€• said John A. Byrne, executive editor for BusinessWeek. â€œHis book offers practical, straightforward advice for all business leaders on understanding the competitive landscape they face and on building and leading a great culture that generates relentless growth.â€•

Leading for Growth describes Davisâ€™ strategies, which grew Umpqua Bank from a small Roseburg, Ore., bank 13 years ago to the West Coastâ€™s leading community bank with 134 store locations between Bellevue, Wash. and Sacramento, Calif. The companyâ€™s culture is at the heart of its success, and Davis explains how others can address this often-overlooked asset.

"Ray Davis addresses many of the key issues we face in continuing to drive growth at Nike: staying connected with the consumer, leading change, building the brand, and cultivating a strong corporate culture,â€• said Charlie Denson, president of Nike Brand. â€œHe offers clear solutions and creative leadership approaches for all business leaders, regardless of industry."

In Leading for Growth, Davis offers specific lessons learned from his experiences in leading Umpqua on its distinctive path to success. In 13 years, Davis didnâ€™t just reinvent Umpqua Bank: his vision pushed the entire industry to embrace a retail-based approach to banking. He created Umpqua Bank building locations that are more bank store than branch with free coffee, product merchandising, and computer cafÃ©s.

Davisâ€™ book goes behind the scenes of corporate leadership to share Umpquaâ€™s secrets for becoming â€œThe Worldâ€™s Greatest Bank.â€• The book shares industry insights previously available only to the Fortune 500 companies that visit Umpqua to learn from Davis directly. Additional information about Leading for Growth is available online at www.leadingforgrowth.com.

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