



Ormond A Williams, president and CEO of CNB

The art of exceeding customer expectations

Robust risk management and a passion for excellence in every facet of its business operations are strategies foremost on Cayman National Bank's agenda

Simple. Sophisticated. There is no contradiction in taking these terms together and applying them to the strategies of Cayman National Bank (CNB). Since inception, CNB has been committed to keeping its service and product model simple while ensuring that its delivery strategy is underpinned by sophistication and a high level of professionalism.

"The bank is driven by the belief that the demystification of financial services leads to opportunities to exceed client expectations," says Ormond A Williams, president and CEO of CNB.

EXTENSIVE REACH

Boasting a branch network on all three islands comprising the Cayman Islands, the bank is keen to bring its business to clients and to structure its opening times

in non-conventional ways to cater to diverse client needs. Supplementing its bricks and mortar, the bank's extensive network of ATMs offers clients convenience and ease in doing business. Together, its traditional and electronic delivery channels are second to none in the Cayman Islands and have greater penetration than its competitors.

Since the bank opened its doors in 1974, its unswerving commitment has been on the development of customer propositions that would meet its clients' needs and facilitate their success. Standing shoulder to shoulder with its competitors there is no normal product or service that clients across the board have come to expect that the bank is unable to offer.

Headquartered in the Cayman Islands, the bank maintains its seat of decisioning in this jurisdiction, which enables it to be flexible, agile, quick to market and responsive to its clients' needs. Choosing the path of independence, it has built a successful franchise that recognises that while the size of its balance sheet is crucial to satisfying the needs of its stakeholders, what is of equal importance is the quality of its service. Robust risk management and a passion for excellence in every facet of its business operations are strategies foremost on the bank's agenda.

Largely regarded as the local community bank, CNB is the preferred banking choice for clients in the domestic Cayman market and a strong player in the bid for international clients. The bank collaborates with a suite of global correspondent banks to provide clients with an international reach cutting across jurisdictions, time zones and currencies.

COMMUNITY POSITION

Cognisant of its role in the socio-economic development of the Cayman Islands, the bank is keen to employ Caymanian staff and to invest in their professional growth through local and international training.

The ethos of the bank focuses on calculated conservatism, which has enabled it to achieve above-moderate growth over the years but ensured that an appetite for aggressive returns does not surface. A strategy of capital preservation still leaves sufficient room for growth opportunities for clients and added value for its shareholders. The bank's 2007 financial performance was the best in its 35-year history with profits of \$23m and assets of \$1bn. It is regulated by the Cayman Islands Monetary Authority.



CNB sits among the companies comprising the Cayman National Group, which in addition to banking, offers wealth management (trust and company management, funds management, securities) and insurance brokerage from the Cayman Islands, Isle of Man, Panama and Dubai.

"The bank is able to leverage its membership in the group to offer clients a one-stop holistic financial services experience", says Stuart J Dack, president and CEO of the Cayman National Group. CNB has a rich tradition of corporate citizenship with a focus on youth, the aged, culture, education and sports, which are critical areas for the social and cultural development of the society. 

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