



Truist Leadership Institute

Latonya D. Croney
SVP/Director of Leadership Development Programs

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Latonya D. Croney is Senior Vice President, Director of Leadership Development Programs at Truist Leadership Institute. She contributes to the strategic direction of Truist Leadership Institute and oversees the leadership development team which facilitates curriculum for Truist, corporate clients, and philanthropic partners ranging from emerging leaders to executive professionals. She has held this position since March 2023 and is a member of Truist Leadership Institute's Senior Leadership Team.

Previously, Croney served as a Retail Community Bank Market Execution Leader for Truist Financial Corporation from September 2019 until March 2023. In this role, she oversaw the successful execution and implementation of retail small business banking strategies, processes, and tools across eight regions throughout NC, SC, GA, TN, KY, OH, MS, and AR. She began her career in 1994 in the company's Leadership Development Program and held various roles including Retail Lender, Direct Retail Lending Project Manager, Senior Credit Instructor, Senior Deposit Portfolio Administrator, and BankCard Services Sales Optimization Manager. Having led many high-performance teams, she combines her prior experiences to help program participants

With a focus on empowering individuals to become impactful leaders, Croney cultivates environments where people flourish, and teams thrive. Through mentorship, coaching, and innovative strategies, she champions and creates space for distinction and excellence.

Croney serves on the Kentucky Chamber Foundation Board, is an active member of the Pancreatic Cancer Action Network (PanCAN) – Triangle Region chapter and previously served as a board member for the Autism Society of North Carolina.

Education and University Credentials

American Bankers Association Stonier Graduate School of Banking from the University of Pennsylvania

B.S. in Business Administration from the University of North Carolina, Chapel Hill

Licenses and Certifications

Gallup Certified Strengths Coach

Wharton Leadership Certification from the University of Pennsylvania

Diversity and Inclusion Certification from Cornell University