

Meet Our 2010 John Steadman Tournament of Hope Honoree



Gregory C. Franks

Maryland and Baltimore Market President
Mid-Atlantic Regional Managing Director,

Global Wealth Management

Bank of America

The American Cancer Society is pleased to recognize Mr. Gregory Franks as its 2010 John Steadman Tournament of Hope Honoree in recognition of Bank of America's distinguished leadership support of the American Cancer Society.

Bank of America has demonstrated an active commitment to helping individuals and families facing cancer, most notably through its support of the American Cancer Society's Patient Navigation (PRN) program. Bank of America played a lead role with the launch of the program in 2007. The PRN program places trained professionals in area hospitals who help cancer patients, families and caregivers navigate the many systems needed during the cancer journey. Bank of America has provided a lead gift, fully funding the PRN program at Good Samaritan Hospital, while providing active support through its executive leadership team.

In his role as Maryland and Baltimore market president for Bank of America, Mr. Franks coordinates and integrates product and service delivery for all lines of business, to bring the full resources of the company to clients and communities throughout the state. In addition, Franks is the Regional Managing Director of the Mid-Atlantic Region within the firm's Global Wealth Management business.

As head of the Mid-Atlantic Region, Franks has responsibilities for the operations in Pennsylvania, Delaware, Maryland, Washington, D.C. and Northern Virginia.

Franks has been with Merrill Lynch 26 years and began his career as an Account Executive in the New Orleans office in 1983. Over his career he has served in numerous leadership positions both domestically and internationally. In 1989 he was named the Director of the Houston, TX office and then managed the London, England office. In 1992 he was named the District Director of the Middle East and relocated to Dubai, U.A.E. Returning to the United States he was based in New York as the Eastern Division Marketing Manager. Franks has held additional roles as Managing Director in Baltimore as well as Divisional and Regional Managing Director positions in the Mid-Atlantic. Currently he serves on the Wealth Management Operating Committee for Merrill Lynch.

Mr. Franks graduated from Franklin Pierce College in 1980 with a bachelor's degree in marketing. Mr. Franks and his wife, Ziba, were married in Geneva while he was stationed internationally. They have three children and make their residence in the Baltimore area.