



# Department of Psychology Colloquium

## Performance Management and Behavior Analysis at M&T Bank

**Richard S. Gold**  
Executive Vice President  
M&T Bank



4:00 p.m., Friday, December 6, 2013  
Wood Hall, Room 1718

Mr. Gold is an Executive Vice President and heads M&T Bank's Business Banking, Mortgage, Collections and Western Business Operations and is responsible for 2,000 employees working across 13 states. Since 2001 Rich has been working with Aubrey Daniels International, a behavioral consulting firm, to develop and implement performance management systems based on the principles of Behavior Analysis throughout his division. Mr. Gold will speak about the role Behavior Analysis has played at M&T Bank, as well as his own experience getting involved in Behavior Analysis.

***\*\*CEU's will be available\*\****