



# Woman of Distinction

## *Retail Banking*



**Sandra Reiman**  
Executive Director  
JP Morgan Chase

Sandra Reiman serves as executive director, market director for JP Morgan Chase in Pittsburgh. Sandra is responsible for leading the bank's efforts to launch its retail presence in Pittsburgh, including the opening of new branches, hiring talent, interacting with the media, and connecting the bank's mission to the community. Based in New York City, JP Morgan Chase is the largest financial institution in the United States with assets exceeding \$2.5 trillion.

Prior to joining JP Morgan Chase, Sandra served in several roles within banking for over 18 years, including at Citizens Bank, PNC, and Dynamics, a finance startup that originated at Carnegie Mellon University.

Sandra is also the founder and president of Sandra Cadavid (her maiden name), a fashion design and accessory company with

operations in the United States and Cali, Colombia. Sandra designs all the company's products and oversees manufacturing. She also oversees the company's marketing, resulting in media placements in Vogue South America, Glamour, InStyle, Good Housekeeping, NBC Today Show, Women's Health, and Henri Bendel, among others.

Sandra is originally from Cali, Colombia, where she lived until the age of seven prior to moving to Lancaster with her single mother and older brother. Sandra received her bachelor of arts in international business/Spanish from Immaculata University in 2001, and her master of business administration from the University of Pittsburgh in 2011. Sandra lives in Upper St. Clair with her two daughters, Isabella and Sofia, and her husband, Sam Reiman, who serves as the director of the Richard King Mellon Foundation.