



# Banking on culture to drive business success



**Yvonne Surowiec**  
Senior Executive VP,  
Chief People Officer




**Tammy Mata**  
FSVP, Head of People  
Resources and Relations |  
Chief Diversity, Equity &  
Inclusion Officer



**Andy Tsamis**  
Senior VP, Head of People  
Solutions and Services


## Quick facts

 **Company:** Valley National Bank  
(Valley Bank)

 **Headquarters:** Morristown, NJ

 **Industry:** Banking

 **Employees:** 4,000

 **Award:** ADP Meeting of  
the Minds 2024 Client Award for  
Culture at Work

Founded in 1927, Valley Bank is a regional bank with approximately \$61 billion in assets. With a focus on providing the ultimate employee experience, Valley Bank partnered with ADP® on a recruitment and retention strategy that embodies the principles of diversity, equity and inclusion and leverages data and analytics to build an inclusive, high-performing culture where employees are empowered and motivated.

## Goals for culture

- Enhance the overall talent management strategy from hire to retire
- Utilize self-service to eliminate paper and build engagement
- Focus on and measure progress with diversity, equity and inclusion (DE&I)

## Culture is their differentiator

Banking is a business built on relationships. Leaders at Valley Bank recognize that their people are their most important asset and are committed to a culture where everyone counts and people are empowered to make a difference. In fact, their culture has five attributes that they refer to as their “culture non-negotiables.”

Senior Executive Vice President and Chief People Officer, Yvonne Surowiec, says, “It’s our people that make Valley Bank. We’re here for our clients, we’re here for our stakeholders, and most importantly, we’re here for our people. And it differentiates us; we’re an inclusive culture where everyone can make an impact in how they can support the communities we operate in. Our people care about our clients and our clients care about our people. The outcome is a positive business experience.”

## A fully-integrated solution drives engagement and eliminates paper

Valley Bank utilizes ADP’s full HCM suite, from recruiting and onboarding to performance and succession, in support of its talent management strategy. With a fully integrated solution, applicant information flows into the system upon hiring for a seamless onboarding experience. With employee self-service via MyADP and the ADP mobile app, associates can track time and attendance, view payroll and benefits information, access learning to enhance their career and also weigh in on their performance evaluation and career path. With the MyADP portal, leaders now have insights in real time as to how the organization is performing and how they can reward the employees based on their performance.



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Surowiec says, "The single most impactful change that the ADP talent management solution has provided is that our associates own every aspect of that function as it relates to them personally. They know that we evaluate and assess our talent as part of our talent management process, and it gives them an opportunity to use the platform to update how they feel they're performing." She adds, "Prior to fully integrating systems, Valley's HCM processes were highly manual and paper-based. After implementing MyADP and the ADP mobile app, Valley is now 99% paperless."

Senior Vice President and Head of People Solutions and Services, Andy Tsamis, comments, "Instead of having integrations with other vendors and with multiple usernames and passwords, now we have a single sign-on portal that provides employees a one-stop shop for anything they need. The mobile app is especially important for our employees that are on the road and our hourly employees who can now use their mobile phone to punch in and out. From a data perspective, having everything under one umbrella means we don't have to worry about data privacy issues associated with third party integrations."

### Driving diversity, equity and inclusion

Valley Bank is focused on ensuring its associates are reflective of the communities in which they work and serve. They recognize that key to ensuring a strong culture is first understanding that culture. Reporting in ADP DataCloud provides the data and analytics to help Valley visualize their associate demographics by region and role. They can spot trends to see where people are transferring to and from, whether they're they leaving the company and what the average tenure is.

Additionally, the platform allows employees to self-identify their gender and pronouns. FSVP, Head of People Resources and Relations and Chief Diversity, Equity and Inclusion Officer, Tammy Mata, remarks, "The thoughtful nature in which ADP worked with us to understand our goals and share what the different avenues were to help us in providing safe space was really essential to moving our DE&I and our culture forward."

### A culture of partnership

Valley Bank and ADP have been partners for over 35 years. When asked what makes it endure, Surowiec remarks, "Our partnership with ADP has been just that, a partnership. Over the years, it's enabled our HR team to become strategic versus operational, and we're able to impact the business by providing strategic advice that our leaders need to develop their people and really move the business forward. ADP has invested in their solutions and it has allowed us to evolve our people function to a level that we otherwise would not have been able to evolve to. We also really appreciate the service that we get from ADP. They are so service-minded and will always pick up the phone regardless of what the situation might be."

Tsamis adds, "This is not your typical client/vendor relationship; it's a true collaboration between the two parties. As an organization, we are very forward-thinking. We want to continuously innovate and lead, and ADP has allowed us to do so. With this partnership, we have been able to pilot a lot of new technology and introduce this technology to our people, therefore enhancing the employee experience, which is top of mind for us."

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#### Tammy Mata

FSVP, Head of People Resources and Relations | Chief Diversity, Equity & Inclusion Officer, Valley Bank



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Mata also feels the partnership is a key driver in supporting Valley's culture. "Our partnership with ADP has given us the opportunity to evolve into the bank that we want to be. We are always trying to improve; we're always trying to be better. We ask for different ways to enhance our associate experience and, time and time again, ADP delivers on that. There is a real partnership to find solutions and then to keep improving on those solutions and I think that really works with the ethos of Valley."

### On winning the Culture at Work Award

The Culture at Work Award celebrates an organization that embraces diversity and drives sustained employee engagement through a dynamic, best-in-class workplace culture. Valley Bank is being honored as the recipient of this year's award for their relentless focus on their people-first culture.

Tsamis says, "We set out on a mission to evolve our culture and to be an employer of choice, a place where people want to come to work and give their best. We earned this award because we have been consistently dedicated to being the best, making sure our associates have access to the best opportunities, products and learning. Winning the Culture at Work Award is great recognition of the work that we have been doing and I'm really proud to have been selected.

Mata remarks, "Having won the Culture at Work Award makes me feel very proud to be part of this organization. We truly have invested in our people, not only from a technology perspective, but in recognizing, appreciating and rewarding our people. I'm very proud of this."

"Our culture is intentional, we safeguard it. A few years ago, the HR team and I discussed a roadmap in terms of where we wanted the function to head. As part of that roadmap, we declared that we wanted to be externally recognized for the work that we were doing, and quite honestly, we are beyond ecstatic that we've won the Culture at Work Award because it is validation of the progress we've made," adds Surowiec.

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