



**Suly Salazar-Layton**

Director of Practice Management at Genworth

As Director of Practice Management for Genworth, Suly Salazar-Layton is responsible for the strategic direction, workshop development and implementation of the Practice Management program. Working with internal and external partners, Ms. Salazar-Layton has developed educational programs including Connecting with Women and Couples, Business Optimization, Increasing Share of Wallet, Building Through Referrals, Organize for Success, and Smart Social Media to help financial professionals tackle key business challenges. She has also developed workshops that help financial professionals expand their client solutions with new types of products. Through these programs, thousands of producers have learned tools and strategies that have helped them take their businesses to the next level and increase their profitability.

Prior to joining Genworth, Ms. Salazar-Layton worked with GE Capital for nearly 10 years. Upon graduating from the GE Capital Management Development Program, she held positions where she was responsible for improving the processes, performance and profitability of various business centers. As International Operations leader, she worked on mergers and acquisitions in South America, Europe, Asia and Australia. She reviewed businesses in depth to identify their strengths, weaknesses, and the changes required to increase their profitability if acquired. Ms. Salazar-Layton developed and implemented processes to optimize newly acquired businesses and helped to develop business plans to meet the strategic business and revenue goals.

Ms. Salazar-Layton served as the first Quality Leader for the GE Capital Global Consumer Finance business with locations in over 20 countries. She introduced a new financial product into the Australian market place and built the business to support it. Ms. Salazar-Layton returned to Corporate America in 2005 joining Genworth to help identify growth opportunities and new markets for existing products.

Ms. Salazar-Layton is a native of Colombia and was partly raised in New Haven, Connecticut. She is a graduate of Yale University and is the Alumni School Committee Director for the Yale Club of Richmond.