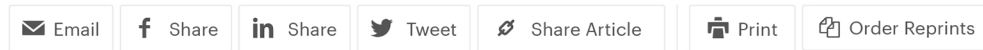


40 UNDER 40

PBN's 2022 40 Under 40 honorees
PACIFIC BUSINESS NEWS



2022 40 Under 40 Honoree Rob Nelson, President, Finance Factors Ltd., Tuesday, July 26, 2022, in Honolulu.
EUGENE TANNER | PBN

Rob Nelson, 38

President, Finance Factors Ltd.

As president, Nelson leads both company-wide strategy as well as operations for residential mortgages, commercial real estate loans, and deposit products. In the community, he serves on the boards of Kupu, a nonprofit empowering youth and promoting environmental stewardship, and the Finance Foundation, the company's charitable giving arm. As a Hawaii Chamber of Commerce member, he enjoys sharing his expertise as a mentor for young professionals.

What's the biggest risk you've taken and how did it turn out?

I enjoy taking on tough assignments. Why? I enjoy the process of discovery, learning and growth. When Bank of America was undergoing acquisition of Merrill Lynch amidst the uncertainty of a financial crisis, I requested my manager to be assigned to the acquisitions team. My enthusiasm and boldness were rewarded with the directive given to take the next available flight to New York City for the assignment. Though initially I didn't have all the details, others didn't either. Therefore, I felt compelled to figure it out. I remained persistent and grounded on the overall goal, ultimately, leading to success. This experience, along with others that followed, helped me grow as a disciplined professional and calculated risk-taker. As I remind my mentees, "ask for the tough assignments, to learn and grow laterally as you prepare to move up in your career."

Who was an important mentor for you and what did you learn from this person?

My father is my most important mentor. As a small business owner, he taught me about the importance of being resourceful, the value of relationships, and the role of community. I watched him dabble in a myriad of roles and challenges as he navigated complex ecosystems as a small business owner. Through his lived experiences and being part of his home team, I also learned about the importance of balancing business and family needs. These early lessons became ingrained in my practice as a growing leader - learning to embrace uncertainty as a gateway to opportunity and success. I am proud to call him dad and mentor!

What's your top personal and professional goal for the year ahead?

My top personal goal is to find more alone time with my wife, given our shared roles as career professionals and parents of two young children. My top professional goal is to empower our employees to be their best selves as we embrace our company's history of 70 years, and legacy-making for many more to come.