

Alanna Parsan is a strategic financial services leader with more than 20 years of experience across business banking, wealth management, retail banking, credit, and client advice. She currently serves as Director, Business Banking Programs & Salesforce Activation at BMO, where she leads national sales activation, business development initiatives, and strategic programs that support growth across Relationship Manager and branch channels.

Throughout her career, Alanna has led high-performing teams, strengthened advisor capability, advanced client-focused growth strategies, and built cross-functional partnerships across sales, marketing, operations, risk, and wealth management. She is known for her collaborative leadership style, ability to translate strategy into action, and focus on delivering measurable business and client outcomes.

Alanna holds an MBA from the University of Fredericton and an Honours Bachelor of Arts from the University of Toronto. She brings a passion for leadership, partnership, and helping teams create meaningful impact for clients and communities.