

AS SEEN IN
Forbes & Fortune

MASSACHUSETTS
BEST IN BANKING



Jay Tuli, President

Banking on Innovation

With an entrepreneurial spirit and a dedication to client service, the team at Leader Bank is ready for the future of finance.

“We’ve grown organically, one client at a time,” says Jay Tuli, President of Leader Bank. “This has allowed us to build a client-focused culture. Being privately held, we don’t have the pressure to increase our stock price or to expand our client base through aggressive mergers and acquisitions. We can afford to take a long-term view of our client relationships.”

Founded in 2002 with just \$6.5 million in assets and seven team members, Leader Bank has changed considerably over the last two decades. Today, the Boston-based community bank manages more than \$4.5 billion from a lean, online-focused operation with hundreds of team members working in 28 states. For Tuli, Leader Bank’s two decades of steady growth is easy to understand.



“We believe in innovation,” Tuli says. “We offer many of the same services as the big banks, but we use our technology to make faster decisions, respond quicker, and build stronger client relationships. During the COVID-19 pandemic, for example, we embraced remote work. This allowed us to recruit some of the best talent in the country, wherever they were.”

From the Ground Up

Leader Bank’s forward-thinking approach has allowed it to thrive as an independent, privately held institution. While many banks were focused on managing expenses or being acquired by large financial institutions, Leader Bank was expanding online offerings, creating an insurance subsidiary, and building software solutions. As a local bank, it was also able to help strengthen Boston’s rapidly developing startup community.

“Boston has one of the most active startup communities in the country,” Tuli says. “We’ve worked with founders in a huge range of industries, from data analytics to biotech. It’s a segment that we know how to serve, and we can be very helpful for early-stage startups looking to secure their first few rounds of funding.”

While many traditional banks have become increasingly cautious about working with startups following the collapse of Silicon Valley Bank in early 2023, Tuli sees things from a different perspective. Many of Boston’s most promising startups are still around and looking for the right bank. Leader Bank helps founders gain access to innovative products and services designed to scale with their business while working with a dedicated relationship manager to streamline their banking experience.

“Our story is an entrepreneurial story, and we have a lot in common with the startup community,” Tuli says. “We can be surprisingly nimble for a bank, and we’re always looking for new solutions and ideas. A few years ago, we even spun off one of our internal products into a new company, so we understand exactly what these startups are going through. That shared experience is one reason why we’ve had so much success working with startups.”

For Tuli, helping entrepreneurs and founders is just one example of Leader Bank’s larger commitment to providing exceptional client service.

“We offer our clients more than just another banking relationship,” Tuli says. “That’s true for every client, but it’s probably easiest to see in our work with startups. We host founder events, we make introductions, and we help them find whatever expertise they need to grow. This dedication to helping our clients meet their long-term goals is at the root of all our banking relationships.”



781-641-8686 | leaderbank.com