

# 2026

## BOARD OF DIRECTORS

pdma  
Pittsburgh



## TERRY BORING

### DIRECTOR OF PROGRAMMING

Terry Boring is a product leader with over 15 years experience designing, launching, and growing client-focused solutions in financial services. A 2016 PNC Performance Award honoree, he currently leads segment growth strategy and execution initiatives across PNC's Retail business, helping teams better understand and meet the needs of their clients. Terry is excited to support PDMA Pittsburgh's mission — fostering connection, learning, and innovation within the region's product community.

#### WHY PDMA WAS THE RIGHT CHOICE

I joined PDMA to enrich to the Pittsburgh product community, learn from my fellow chapter members, and enjoy the awesome events! I always learn something and have the most interesting conversations at PDMA events.