Choose Columbia
Columbia Economic Development Corporation

Reif Bush
Columbia Economic Development Corporation Board of Directors

Reif Bush is vice president and branch manager of KeyBank's Greenport branch. He leads a team serving individuals and small businesses, with responsibility for branch operations, client experience, and developing relationships in the community. He previously managed KeyBank branches in Valatie and Windham.

Before his banking career, Reif worked in sales and office management for Glen's Carpet and Linoleum Sales & Services. He holds a bachelor's degree with majors in accounting and finance from Coastal Carolina University. His experience in lending, team leadership, and small business banking brings a practical financial perspective to CEDC's board.