

# **Business exclusive: Southwest Florida's top entrepreneurs**

Readers nominated area businesspeople  
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## **Joe Catti**

**President and CEO of FineMark National Bank and Trust**

Founded: 2007

Employs: 80 people

Location: 12681 Creekside Lane in Fort Myers, with additional branches in 14990 Shell Point Blvd., Fort Myers, 10010 Coconut Road, Bonita Springs, 129 Moorings Park Drive, Naples, 561 Bentley Village Court, Naples and, as of this month, in Palm Beach.

The business: Catti moved to Southwest Florida in 1992 to open a Northern Trust location here, then led way for to create FineMark with a focus on personal, face-to-face service so sharp that its larger branches don't even have ATMs, although customers can use the machines at Publix supermarkets. The organization now has \$700 million in trust assets.

Business advice "Go for it. Don't allow what may seem to be insurmountable obstacles prevent you from pursuing what you believe in and what you know is the right thing to do."