

# Fifth Third Bank Senior Executive Management



## **Melissa Stevens** **Executive Vice President** **Chief Digital Officer** **Fifth Third Bank, N.A.**

Melissa serves as executive vice president and chief digital officer and head of digital, design, marketing and innovation. She is responsible for ensuring a client-centered, digital-first approach to all areas of the Bank, including Consumer Banking, Commercial Banking and Wealth & Asset Management.

Melissa joined Fifth Third in May 2016 and was charged with transforming the Bank to thrive in the digital world. She's designed an integrated and seamless customer experience across the organization. At the same time, she's focused on changing the way the Bank works to meet today's challenges – by operating differently, bringing the “outside in,” and taking advantage of adjacent and disruptive opportunities.

Before joining Fifth Third, Melissa held several senior management positions at Citigroup, including chief operating officer for Citi FinTech. She also was head of Citi's Consumer Innovation Labs, and she served as the Global Digital head for Citi's consumer banking business, overseeing the organization's growing online and mobile banking services for clients in more than 700 cities.

### **Education**

Melissa earned a bachelor's degree from Kalamazoo College in Michigan, a master's degree from Michigan State University's School of Labor & Industrial Relations and an MBA in finance and operations from New York University's Stern School of Business.

### **Professional and Civic**

Melissa was named to American Banker's Most Powerful Women in Banking Women to Watch List in 2019 and 2020. She was named Information Age's Women in Tech Digital Leader of the Year in 2020, Transformation Leader of the Year in 2019 and Digital Leader of the Year in 2018.

Melissa serves on the board of directors of Cintrifuse, a Cincinnati-based technology-focused startup incubator.

