

Fifth Third Bancorp

Senior Executive Management



Melissa Stevens

Executive Vice President
Chief Marketing Officer

Melissa serves as executive vice president and chief marketing officer for Fifth Third Bancorp. She is responsible for ensuring a client-centered, digital-first approach to all areas of the Bank. In addition to the Bank's Marketing efforts, she also oversees the Bank's Enterprise Workplace Services and Corporate Communications organizations.

Melissa joined Fifth Third in May 2016 and has been integral to the Bank's transformation to thrive in the digital world. She has designed an integrated and seamless customer experience across the organization. She's also focused on changing how the Bank meets challenges by bringing the "outside in" and taking advantage of adjacent and disruptive opportunities. Her efforts have earned her recognition among American Banker's Most Powerful Women in Banking for four years running, starting in 2019.

Before joining Fifth Third, Melissa held several senior management positions at Citigroup, including chief operating officer for Citi FinTech, head of Citi's Consumer Innovation Labs, and Global Digital head for Citi's consumer banking business.

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 serves as a director of Cintrifuse, a Cincinnati-based technology-focused startup incubator, and chairs its FinTech Frontier partnership, which accelerates financial services innovation by bringing together Cincinnati-based, industry-leading corporations, government and entrepreneurs. She was named one of the YWCA's 2022 Career Women of Achievement, Information Age's 2020 Women in Tech Digital Leader of the Year and 2019 Transformation Leader of the Year.

