

Truist Introduces Vinoo Vijay as Chief Marketing Officer

Visionary marketer and purpose-driven leader brings rich financial sector experience to nation's sixth-largest bank

CHARLOTTE, N.C., Oct. 19, 2020 /PRNewswire/ -- Truist Financial Corporation (NYSE: TFC) today announced Vinoo Vijay has been hired as the company's chief marketing officer. Vijay will oversee all of marketing, including brand strategy, line of business marketing, multicultural marketing, sports and entertainment marketing, digital marketing, direct and regional marketing, as well as social, creative and advertising.

"Innovative technologies, human touch and distinctive client experiences are the cornerstones of the Truist brand," said Chief Digital and Client Experience Officer Dontá Wilson. "They're also the hallmarks that punctuate Vinoo's decades-long marketing career. Widely considered one of the most innovative marketers, his experience leading financial services marketing at scale, transforming client experience, and launching breakthrough brands makes him the perfect leader to accelerate our brand promise of standing for better."

Vijay brings more than 20 years of purpose-driven leadership and proven experience helping top-tier companies, including H&R Block, TD Bank, Ally Financial, Bank of America and FedEx, redefine their brands and client experiences. Most recently, as the former chief marketing officer at H&R Block, he led the development of data-driven marketing performance and the successful integration of the new company purpose into their brand story. As chief marketing officer at TD Bank, he helped build and grow a new U.S. banking brand centered on the power of personal banking. As head of Global Brand and Product Marketing, he conceived the Ally brand and led the successful launch of the new digital financial services brand along with several client innovations.

"I'm thrilled to join a purpose-driven financial services company so committed to creating a distinctive client experience," said Chief Marketing Officer Vinoo Vijay. "It's an incredible opportunity for our Truist teammates to reset what consumers and communities expect from their bank."

A champion of client-centric marketing and innovation, Vijay has been at the forefront of the development of fintech strategies and shaping brands. He has helped brands pivot how they serve clients as well as activate brand purpose to drive business decisions. He brings deep industry knowledge of integrating marketing, digital, product innovation, and client experience to power sustainable business growth.

"Vinoo will play a critical role in shaping the Truist brand strategy and delivering on our purpose to inspire and build better lives and communities," said Wilson. "I'm excited to have such a well-respected and talented marketing leader on our team as we redefine the client experience and create the future of finance."

About Truist

Truist Financial Corporation is a purpose-driven financial services company committed to inspire and build better lives and communities. With 275 years of combined BB&T and SunTrust history, Truist has leading market share in many high-growth markets in the country. The company offers a wide range of services including retail, small business and commercial banking; asset management; capital markets; commercial real estate; corporate and institutional banking; insurance; mortgage; payments; specialized lending; and wealth management. Headquartered in Charlotte, North Carolina, Truist is the sixth-largest commercial bank in the U.S. with total assets of \$499 billion as of September 30, 2020. Truist Bank, Member FDIC. Learn more at [Truist.com](https://truist.com).

SOURCE Truist Financial Corporation

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