

BB&T realigns executive digital and operational roles

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WINSTON-SALEM, N.C., Nov. 8, 2018 /PRNewswire/ -- BB&T Corporation (NYSE: BBT) today announced Senior Executive Vice President Dontá Wilson has been named chief digital and client experience officer, and Senior Executive Vice President Bennett Bradley will assume leadership of the new Operations Shared Services division.



A member of BB&T's Executive Management Team since 2016, Wilson, 42, will maintain his current responsibilities for client experience; client insights and analytics; corporate communications; marketing; and sales effectiveness. This new expanded role will include leading digital strategy and transformation, and digital revenue growth and engagement.

"With his more than 20 years of banking experience working with clients, Dontá is perfectly positioned to apply those insights to oversee a holistic approach to the client experience, accelerate BB&T's digital transformation and drive digital revenue," said Chairman and CEO Kelly S. King. "With his dynamic leadership, he will help BB&T build a more distinctive client experience, leveraging technology and the best associates in the industry to meet and exceed the needs of our clients."

Bradley, 57, joined BB&T's Executive Management Team in 2015 and most recently served as chief digital officer. He will lead the new Operations Shared Services team to drive operational quality, robotics deployment and cost efficiency. This new team brings together the operational teams for Deposits, Lending and Card-based Services under a single leadership structure, along with the Intelligent Automation team.

"Bennett has done a fantastic job developing our digital roadmap and building the foundation for our digital transformation," King said. "As a proven leader, this new role allows him to bring together several well-performing teams to integrate our automation function and find more opportunities to drive efficiency, innovation and quality. Both Bennett's and Dontá's new and expanded responsibilities are critical to BB&T's long-term success as we continue to adapt, disrupt and transform during this time of tremendous change in our industry."

Wilson and Bradley will both report to Chief Operating Officer Chris L. Henson and the changes are effective immediately.

About BB&T

BB&T is one of the largest financial services holding companies in the U.S. with \$222.9 billion in assets and market capitalization of approximately \$37.4 billion as of Sept. 30, 2018. Building on a long tradition of excellence in community banking, BB&T offers a wide range of financial services including retail and commercial banking, investments, insurance, wealth management, asset management, mortgage, corporate banking, capital markets and specialized lending. Based in Winston-Salem, N.C., BB&T operates more than 1,900 financial centers in 15 states and Washington, D.C. and is consistently recognized for outstanding client service by Greenwich Associates for small business and middle market banking. More information about BB&T and its full line of products and services is available at BBT.com.



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