

# 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 creating a strategic sense of place across the Bank for its customers, employees and communities. In addition to the Fifth Third's marketing efforts, she also oversees the Bank's Enterprise Workplace Services and Corporate Communications groups.

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. She's also a board member of Last Mile Food Rescue, which redirects good food otherwise headed to landfills to those in need. 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.

