PNC Executive Vice President Neil F. Hall To Retire

Karen L. Larrimer to Lead Retail Banking

PITTSBURGH, Jan. 25, 2016 /PRNewswire/ -- The PNC Financial Services Group, Inc. (NYSE: PNC) today announced that Neil F. Hall will retire as executive vice president and head of Retail Banking, effective July 1. PNC Chief Customer Officer Karen L. Larrimer will succeed Hall as head of Retail Banking.

"Throughout his 20 distinguished years with PNC, Neil has been a passionate advocate for customers," said William S. Demchak, chairman, president and chief executive officer of PNC. "Neil was instrumental in PNC's rise from a small regional bank to one of the six largest commercial banks in the United States. As consumer banking technology improved, he led our Retail transformation, creating a universal branch model focused on providing the advice, products and services our customers need."

Hall joined PNC when the company acquired Chemical Bank, New Jersey, where he was executive vice president of the Consumer Banking Group. He is a longtime board member of the Consumer Bankers Association and current CFPB Advisory Board member.

Larrimer is a 20 year veteran of the company. As head of Retail Banking and chief customer officer, she will focus on improved sales and exceptional customer service experiences, including enhanced online and mobile offerings. She will lead Customer Segments and Deposit Products, Digital, the Customer Care Centers, Business Banking, PNC Investments and Retail Distribution. Karen will retain leadership of Marketing, Customer Analytics, Innovation and the Office of the Customer.

Prior to assuming her current position, Larrimer held various leadership positions within PNC, including as chief marketing officer, as executive vice president for Business Banking and as a leader in Treasury Management. She was previously a sales executive for Ernst & Young and had held management positions at Mellon Bank.

Larrimer serves on the board of directors for The PNC Foundation, the Bank Administration Institute (BAI), Children's Museum of Pittsburgh, Goodwill of Southwestern Pennsylvania, United Way of Allegheny County and is a trustee for Robert Morris University.

Also today, PNC announced that Retail Pricing and Capital Management, and Retail Lending will report to E William Parsley III, PNC's treasurer and chief investment officer.

In 2015, Parsley assumed leadership of PNC Mortgage and PNC's integrated Home Lending strategy. Today's announcement further consolidates all consumer and small business credit into one streamlined structure.

Parsley will continue to be responsible for Asset and Liability Management, where he directs the liquidity, capital and asset management strategies for the firm. He serves as chairman of PNC Capital Markets, Inc., overseeing the firm's institutional broker dealer activities and is chairman of PNC Investment Corporation, Inc. managing the firm's alternative investments. Parsley also serves on the board of directors of PNC Bank, N.A.

The PNC Financial Services Group, Inc. is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

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