

PNC Appoints Jenn Garbach As Chief Marketing Officer

Former PayPal and Capital One exec to lead marketing as PNC builds out coast-to-coast presence

PITTSBURGH, June 5, 2023 -- The PNC Financial Services Group, Inc. (NYSE: PNC) announced that Jenn Garbach has joined the company as chief marketing officer.

Previously, Garbach served as the head of Marketing Transformation & Operations at PayPal. Before joining PayPal, she spent a decade with Capital One, where she held a number of leadership positions, including director of Customer Strategy, senior director of Digital Product Management & Product Marketing Management, vice president, Small Business Card Brand & Acquisition Marketing, and vice president, Consumer Card Marketing & Customer Analytics.



Jenn Garbach

At PNC, Garbach will lead a team of 200 marketing professionals focused on brand and line of business marketing, paid and social media, direct marketing and all digital marketing strategies. She will also oversee the bank's relationship with Arnold Worldwide, which was recently announced as PNC's integrated marketing and advertising agency of record.

Based out of PNC's Washington D.C. office, Garbach will report to Amanda Rosseter, PNC's chief communications and brand officer. "Jenn brings decades of experience in the financial and professional services industries spanning product management, strategy, technology and consumer marketing," said Rosseter. "Her innovative, results-oriented approach will serve us well as we further elevate the PNC brand on a national scale."

Garbach holds an MBA from Duke University's Fuqua School of Business and a bachelor's degree from Boston College. She lives in Northern Virginia with her husband and two children.

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 including a full range of lending products; 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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