PNC Bank Names Jeff Hofmann Head of Retail Lending

Industry Veteran to Lead Credit Card, Auto, Personal, and Student Lending Divisions



PITTSBURGH, April 1, 2025 – PNC Bank announced today it has recently hired Jeff Hofmann as head of Retail Lending. Hofmann brings more than 25 years of experience to PNC, having most recently served as the head of the co-brand and business credit card divisions at Wells Fargo. He reports to Alex Overstrom, head of PNC's Retail Bank, and is based in Philadelphia.

As head of Retail Lending, Hofmann is focused on driving business growth and deepening client relationships through PNC's diversified set of lending solutions, which includes consumer and business credit cards, direct and indirect auto lending, student lending, and personal loans and lines.

"Jeff's long track record and deep expertise in consumer and business lending, combined with his strategic vision and focus on the customer journey will help us strengthen our market position and further improve how we deliver for our clients," said Overstrom.

Prior to Hofmann's time at Wells Fargo, he spent more than a decade at JPMorgan Chase, overseeing key lending, credit card and co-brand partnership portfolios. He began his career at MBNA and holds a bachelor's degree in mathematics from the University of Pennsylvania.

"PNC is known throughout the industry for delivering high quality products and services in support of its relationship-driven model," said Hofmann. "We are focused on building upon this foundation by enhancing the client experience and introducing new solutions that allow us to grow and deepen those relationships, all in support of PNC's broader growth strategy."

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC 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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