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Laurentian Bank Financial Group announces the appointment of a new Executive Vice President, Personal Digital Banking

Another step towards digital transformation

MONTREAL, Aug. 21, 2018 (GLOBE NEWSWIRE) -- Laurentian Bank Financial Group (LBCFG) announced today the appointment of Craig Backman as Executive Vice President, Personal Digital Banking, a newly created role that was announced on June 21, 2018.

Mr. Backman will be responsible for the Group's digital retail banking product development and distribution across Canada. He will also oversee the continued business growth and development of the pan-Canadian network of independent financial advisors and brokers and as such he becomes President and CEO of B2B Bank.

"I am very happy to welcome Craig to the Executive Team as we enter a critical phase of launching digital offers, a key milestone of our transformation plan," said François Desjardins, President and Chief Executive Officer. "This year, we have successfully implemented the foundation of our core banking system and are continuing successive product and account migrations. We are pursuing the development of digital and mobile offers. Craig's strategic acumen and understanding of how to leverage digital capabilities will be instrumental to the success of our new endeavour."

A seasoned executive, Engineer and MBA in Marketing and Entrepreneurial studies, Craig started his career in 1984 with Procter & Gamble where he built his expertise in marketing and brand management. He joined RBC in 1997 and, for the next ten years, progressed through several marketing roles, ultimately serving as Vice President, Marketing Strategy. In this role, he also led RBC's first incursion in online and digital. After spending four years at a marketing agency where he redirected the marketing strategy to align with digital, he returned to the banking industry in 2012 as Vice President, Digital for the Wealth Business at TD Bank. Prior to joining LBCFG, he was responsible for all digital strategy across the Canadian lines of business and successfully championed the digital agenda across TD Bank.

About Laurentian Bank Financial Group

Founded in 1846, LBCFG is a diversified financial services provider whose mission is to help its customers improve their financial health. The Laurentian Bank of Canada and its entities are collectively referred as Laurentian Bank Financial Group ("LBCFG", the "Group" or the "Bank").

With more than 3,800 employees guided by the values of proximity, simplicity and honesty, the Group provides a broad range of advice-based solutions and services to its retail, commercial and institutional customers. With pan-Canadian activities and a presence in the U.S., the Group is an important player in numerous market segments.

The Group has \$48 billion in balance sheet assets and \$31 billion in assets under administration.

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