



Green Dot Corporation Names Brooke Norton Lais as Chief Marketing Officer

Jun 9, 2016

PASADENA, Calif.--(BUSINESS WIRE)--Jun. 9, 2016-- Green Dot Corporation (NYSE: GDOT), a pro-consumer financial technology innovator with a mission to reinvent personal banking for the masses, today announced that it has named Brooke Norton Lais to the position of Chief Marketing Officer.

In this role, Ms. Lais will be responsible for creating innovative omnichannel marketing strategies that build and support the Green Dot, Walmart MoneyCard, GoBank and Green Dot Network brands, leading to increased awareness, preference and revenue generation. Reporting directly to the Chief Executive Officer, she will drive the vision for key functional areas including integrated marketing and strategy, design, production, consumer insights, social media, public relations, digital marketing, in-store marketing and customer relationship management.

"Brooke has been a dynamic and motivating leader for our marketing team since she first joined us in 2011," said Steve Streit, Green Dot Founder and Chief Executive Officer. "Through each successive promotion over the years, Brooke has demonstrated an ability to absorb new challenges with ease and intelligence while improving the performance of everything she touches. Brooke is an outstanding executive and I am thrilled to have her lead Green Dot's marketing division as our new Chief Marketing Officer."

Prior to assuming this role, Ms. Lais served as Green Dot's Vice President of Marketing, where she was responsible for spearheading the creation and execution of holistic national and retailer-specific marketing plans for Green Dot and Green Dot Network businesses, driving revenue growth and sustained margin enhancement. Ms. Lais joined Green Dot in 2011 as Marketing Director of Major Accounts, responsible for product development and marketing for private label brands, including all aspects of the Walmart Visa Gift Card business, and was soon promoted to her role as Vice President of Marketing.

Prior to Green Dot, she spent nearly a decade at The Procter & Gamble Company in Cincinnati, Ohio where she held North American and Global brand management positions for leading billion-dollar brands such as Pantene, Always, and Folgers. Ms. Lais has a bachelor's degree from the University of Notre Dame.

About Green Dot

Green Dot Corporation, along with its wholly owned subsidiary bank, Green Dot Bank, is a pro-consumer financial technology innovator with a mission to reinvent personal banking for the masses. Green Dot invented the prepaid debit card industry and is the largest provider of reloadable prepaid debit cards and cash reload processing services in the United States. Green Dot is also a leader in mobile technology and mobile banking with its award-winning GoBank mobile checking account. Through its wholly owned subsidiary, TPG, Green Dot is additionally the largest processor of tax refund disbursements in the U.S. Green Dot's products and services are available to consumers through a large-scale "branchless bank" distribution network of more than 100,000 U.S. locations, including retailers, neighborhood financial service center locations, and tax preparation offices, as well as online, in the leading app stores and through leading online tax preparation providers. Green Dot Corporation is headquartered in Pasadena, Calif., with additional facilities throughout the United States and in Shanghai, China.



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Source: Green Dot Corporation

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