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Created 2022-04-19 19:51:06 UTC

Permalink: /r/GME/comments/u7dtxn/wells_fargo_inflitrated_by_bcg/

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Michelle Moore Named Wells Fargo Digital Platform Leader

12/18/2020 | Share  

Moore to manage company's digital capabilities, reimagine digital banking future for customers

NEW YORK--(BUSINESS WIRE)-- Wells Fargo & Company (NYSE: WFC) today announced that Michelle Moore will join the company as Digital Platform leader, effective Dec. 31, 2020. She will report to Ather Williams III, head of Strategy, Digital and Innovation, and will be based in Charlotte, North Carolina.

As Digital Platform leader, Moore will support and manage digital platforms and capabilities for the enterprise, as well as digital experiences that support Wells Fargo consumer business units. She will focus on driving solutions that set the industry standard for digital consumer experiences and enable customers to seamlessly interact with Wells Fargo how, when, and where they choose.

"Michelle is a dynamic leader with strong experience developing digital-first customer experiences," Williams said. "She has deep expertise in delivering innovative solutions that completely reimagine banking and

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Moore has 20 years of experience in financial services and joins Wells Fargo from Boston Consulting Group, where she advised clients on digital strategy and transformation. Prior to that, she spent 15 years as an executive at Bank of America, where she most recently was head of Digital Banking and Advanced Solutions, overseeing the bank's mobile and online strategy and transformation, and artificial intelligence roadmap. She also previously held leadership positions in Global Commercial Banking and Middle Market Commercial Banking. Moore was named 2017's Digital Banker of the Year by *American Banker* and was named one of 2017's Innovators to Watch by *Bank Innovation*.

Moore holds a Master of Business Administration in finance from the University of Rochester's Simon Business