



23rd July 2024

AIB appoints Orlaith Ryan to Executive Committee as Chief Customer Officer.

Creation of role to help drive improved experience for AIB's 3.3 million customers.

AIB has appointed Orlaith Ryan as Chief Customer Officer. Earlier this year, AIB announced changes to its Executive Committee to support the delivery of its new three-year strategy which places an enhanced focus on serving the bank's 3.3 million customers, greening the business and driving greater operational efficiency. This included the creation of a Chief Customer Officer role. The role of the Chief Customer Officer is to drive improved customer experience by better understanding customers' behaviour and attitudes and using those insights to meet their evolving needs.

Orlaith will take up the role in October and has a range of experience in the retail finance, insurance, media and telecoms sectors. She joins AIB from Sky Ireland where she spent the last eight years in senior executive positions, most recently as Chief Commercial Officer and previously Customer Director and Head of Customer Value Management. She also has extensive experience in industry-leading customer-facing brands like Vodafone and Aviva.

The Chief Customer Officer and her team will support the Group's ambition to be at the heart of customers' financial lives by comprehensively and sustainably meeting their personal and business life stage needs and by further driving a customer centric culture across the enterprise.

AIB CEO Colin Hunt said "The appointment of AIB's Chief Customer Officer is an integral part of delivering on our three-year strategy to place an enhanced focus on serving the bank's customers, greening the business and driving greater operational efficiency. We look forward to Orlaith and her team further building a truly customer centric organisation, focused on serving the needs of our 3.3 million customers. I am delighted to welcome Orlaith to our Executive Committee."

Note to editors:

In keeping with AIB's three-year strategy which places an enhanced focus on serving the bank's 3.3 million customers, greening the business and driving greater operational efficiency, earlier this year AIB appointed Paul Travers to the position of Managing Director, Climate Capital.

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