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BankMobile Promotes Dan Armstrong and Kirk Barrett to Managing Directors

NEW YORK, November 1, 2016 – [BankMobile](#), a division of Customers Bank, and America’s fastest growing mobile-first bank, today named Chief Digital Officer, Dan Armstrong, and Chief Technology Officer, Kirk Barrett, as Managing Directors. Armstrong and Barrett will also continue to lead BankMobile Labs, which houses BankMobile’s tech development team, focused on user experience and innovation. They are also spearheading the efforts to build BankMobile 2.0, expected to be released in December 2016.

“We congratulate Dan and Kirk on their well-deserved promotions to Managing Directors,” stated Jay Sidhu, Chairman and CEO of Customers Bank and BankMobile. “They have put in tremendous effort to build BankMobile 2.0 using proprietary, cutting-edge technology and we look forward to its release in the market by the end of the year.”

Armstrong has a breadth of experience in mobile financial services and has distinctive expertise in developing new products, technologies and distribution strategies that accurately match technology with consumers’ needs. Prior to BankMobile, Armstrong launched mobile banking and payments in Africa, Asia, Europe and South America. He was co-founder of the world’s first mobile virtual network operator for a bank, Rabo Mobiel B.V., where he led mobile banking innovation and carried out 16 nation-wide contactless and mobile payments trials. He previously served as Director for mobile-only bank mBank Philippines, worked at Aspire Ventures, Rabobank, Takashi and British Telecom. Armstrong holds a BA from American University and executive development work in Strategic Decision & Risk Management at Stanford University.

Barrett helps to transform business ideas into polished, high-value intellectual property to be operated, marketed and sold. He specializes in assembling, motivating, and empowering innovation teams to ensure the extraordinarily high output and high quality of mass consumer technologies. Prior to his position at BankMobile, he was co-founder of Nolinio, Inc., a tech start-up that created Wingman, a mobile sales enablement tool for enterprise sales organizations. Barrett was also Chief Digital Officer of Clipper Magazine, a subsidiary of Gannett Company Inc., where he oversaw the strategy and creation of LocalFlavor.com and launched a new mobile marketing-as-a-service product among other innovations. He also founded Cimbrian, Inc. in 2000, a Microsoft Gold Certified enterprise line-of-business and eGovernment applications consultancy that grew to over 50 employees and \$6 million in annual revenue along with Cimbrian Group LLC, a regional advertising and PR agency representing regional, national and international brands.

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About BankMobile

Established in 2015, BankMobile, a division of Customers Bank, is America's largest mobile-first bank, offering fee-free checking and savings accounts. It provides target customers – millennials, the underbanked and middle income households with a digital, effortless, and financially empowering experience. BankMobile offers checking, savings, lines of credit, joint accounts and access to over 55,000 surcharge-free ATMs nationwide (BankMobile VIP customers have free access to every ATM in the country, which is more than 400,000 ATMs), a guaranteed higher savings rate than the top four banks in the nation, a personal banker for all customers, and a free financial advisor for VIP customers. BankMobile is operating as the digital banking division of Customers Bank, which is a Federal Reserve regulated and FDIC-insured commercial bank. For more information, please visit www.bankmobile.com.