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BankMobile's Co-Founder to Speak at The Forum 2016, Hosted by The Financial Brand

Luvleen Sidhu to Discuss "Disrupting Banking In The Digital Revolution" on Tuesday, May 17, 2016

NEW YORK, May 16, 2016 – [BankMobile](#), America's first absolutely no-fee digital bank, today announced that Luvleen Sidhu, Co-Founder and Chief Strategy Officer, will be speaking at The Financial Brand's The Forum 2016 on Tuesday, May 17, 2016 at 1:30pm PDT. Sidhu's session is entitled: "Disrupting Banking In The Digital Revolution."

"The Financial Brand is one of the preeminent publications in the banking industry and I am thrilled to be speaking at its upcoming conference," stated Sidhu. "We saw the need to disrupt the banking industry, which was resistant to change and transform it for the digital age. BankMobile has been a huge success since our launch in January 2015 and I look forward to empowering the audience with insights into our strategies."

Sidhu will discuss the innovation gap in the industry that led to the creation of BankMobile. During her presentation, she will focus on the steps she needed to take to bring BankMobile to where it is today, and how other banks can push forward and revolutionize the industry too.

Sidhu has been recognized for her industry accomplishments including being selected a winner of New York Business Journal's 'Women of Influence Awards' and one of Bank Innovation's '2015 Innovators to Watch.' She has been featured regularly in the media including in: CNBC, WSJ, [Forbes.com](#) and American Banker. She is a national and international speaker, focusing on innovation in financial services. Sidhu holds a MBA from The Wharton School and a Bachelor of Arts Degree in Government from Harvard College.

[The Forum 2016](#) is hosted by [The Financial Brand](#), one of the largest websites in the banking world with over 1.65 million readers in 200+ countries. Taking place May 16-18, 2016 at The Cosmopolitan of Las Vegas, The Forum 2016 is specifically engineered to help its audience tackle its biggest branding, marketing and retail challenges, with dozens of strategy sessions and interactive workshops.

The Financial Brand Forum is built exclusively for marketing, advertising, branding and retail executives working at banks and credit unions. Two-thirds of attendees are VP-level or higher — including CEOs, CMOs, COOs, EVPs and VPs. Over 1,000 people are projected to attend.

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About BankMobile: Established in 2015, BankMobile is America's first no-fee digital bank and is a division of Customers Bank, with its headquarters in New York. It provides target customers – millennials, the underbanked and middle income households – 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. It is a Federal Reserve regulated and FDIC-insured commercial bank. Customers Bancorp is the bank holding company for Customers Bank. BankMobile is an independent operating Digital Banking Division of Customers Bank and also of Customers Bancorp. For more information, please visit www.bankmobile.com.