



BANKMOBILE  
WWW.BANKMOBILE.COM

RUBENSTEIN PUBLIC RELATIONS  
CONTACT: KATI BERGOU (212) 805-3014  
KBERGOU@RUBENSTEINPR.COM

## **BankMobile's President of Customer Experiences and Chief of Staff to Speak at CXFS – Customer Experience for Financial Services Conference**

*Warren Taylor to Present "Disruption of the Retail Banking Model" on June 16, 2016*

NEW YORK, June 8, 2016 – [BankMobile](#), America's first absolutely no-fee digital bank, today announced that Warren Taylor, President of Customer Experiences and Chief of Staff, will be speaking at the [CXFS – Customer Experience for Financial Services](#) Conference. He will present "Disruption of the Retail Banking Model" at 9:10am CDT on June 16, 2016. The conference will take place June 14-16, 2016 at the Hilton New Orleans Riverside.

"I am delighted to be presenting on the importance of transforming traditional banking and some of the best tools and methods for implementing a digital strategy," stated Taylor. "BankMobile was established in 2015 and we are revolutionizing an industry that for so long remained stagnant, unsure of how to change during the tech age. We are on track to have two million students banking with BankMobile by June 30, 2016, and I look forward to discussing the ways in which we have been able to achieve monumental success in such a short amount time."

During his presentation, Taylor will discuss: how to make branches profitable, if a bank must keep them; the branchless model of BankMobile; and disruption in the traditional banking model.

Taylor specializes in strategic brand development and growth. Prior to joining Customers Bank, he spent 20 years at Sovereign Bank, and acted as the Division President, where he grew the New Jersey market from zero to \$8 billion in 12 years. Prior to Sovereign, Taylor was a bank CEO. Taylor graduated from Saint Joseph's University and earned a Bachelor of Science in Accounting with a concentration in Math and Computer Sciences.

Launched in 2011, the Next Generation Customer Experience Events bring together senior level customer experience executives to discuss the latest in cx design, innovation, culture and strategy. The second annual CXFS conference, an event stemming from the Next Gen portfolio that was created specifically for the financial services sector that pay special attention to balancing cx and compliance and connecting cx to business outcomes.

###

***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](http://www.bankmobile.com).*