

Santander US Head of Digital, Innovation and Payments Strategy Named to American Banker's List of 25 Women to Watch in 2019

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Santander Holdings USA, Inc. (SHUSA) announced that Maria Veltre, Santander US Head of Digital, Innovation and Payments Strategy, was named to American Banker's list of 25 Women to Watch in 2019. The award is part of American Banker's annual ranking of the Most Powerful Women in Banking that honors influential women in financial services. Veltre, who has 30 years of banking experience and leadership in branding and marketing, was honored in part for her work building Santander's brand around respect.

"Maria is a passionate and thoughtful leader who has taken Santander to the next level by creating a brand where respect is at the foundation of everything we do – from how we connect with our customers and colleagues, to how we engage with our communities," said Scott Powell, CEO of Santander US. "We are extremely proud of Maria for this well-deserved recognition that validates what we already know at Santander – that Maria is a standout leader with vision and excellence in execution."

Veltre was honored, along with the other award recipients, at a dinner and program sponsored by American Banker earlier this month.

This is the 17th annual ranking of American Banker's Most Powerful Women in Banking and Finance. In addition to her professional accomplishments for digital marketing and innovation, Veltre was also recognized for launching "In Someone Else's Shoes," Santander's social impact initiative that shines a light on people and groups who do not always receive the respect they deserve. The inaugural, award-winning program in 2018 brought awareness and aid to the working homeless. The program featured a microsite, virtual reality expo and \$200,000 donation to Heading Home that helped get homeless citizens in Boston into more permanent housing.

This year's "[In Someone Else's Shoes](#)" campaign launched in early October, and focused on demonstrating respect for people impacted by domestic violence. The program was designed to raise awareness around the barriers of leaving an abusive relationship, which are most often financial. Santander partnered with the National Coalition Against Domestic Violence (NCADV) and the National Network to End Domestic Violence (NNEDV) to host an immersive educational exhibit at the Oculus in New York City that took participants through an abusive home. Santander also provided funding and support for NNEDV's micro-lending program for survivors that includes credit-building opportunities, and access to financial literacy resources for NCADV clients.

For more information about American Banker's list of Women to Watch, please visit <https://www.americanbanker.com/list/women-to-watch>.

[Santander Bank, N.A.](#) is one of the country's largest retail and commercial banks with \$74.2 billion in assets. With its corporate offices in Boston, the Bank's approximately 9,600 employees, over 600 branches, more than 2,000 ATMs and 2.1 million customers are principally located in Massachusetts, New Hampshire, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania and Delaware. The Bank is a wholly-owned subsidiary of Madrid-based Banco Santander, S.A. (NYSE: SAN) - one of the most respected banking groups in the world with more than 125 million customers in the U.S., Europe, and Latin America. It is overseen by Santander Holdings USA, Inc., Banco Santander's intermediate holding company in the U.S. For more information on Santander Bank, please visit www.santanderbank.com.



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