



## HSBC BANK APPOINTS REGIONAL CHIEF OPERATING OFFICER AND HEAD OF DIRECT BANKING

*Buffalo-based Leadership Positions to Focus on Operational Success for HSBC's Retail Banking and Wealth Management Business*

**BUFFALO, NEW YORK** – January 29, 2019 – HSBC Bank USA, N.A., (HSBC), part of HSBC Group, one of the world's largest banking and financial services organizations, announced the appointments of Michael Privitera as the North American Regional Chief Operating Officer and Katie Jenkins as the Head of Direct Banking. Both executives, based in Buffalo, support the Bank's Retail Banking and Wealth Management Group (RBWM) and report directly to Pablo Sanchez, Regional Head of RBWM in the US and Canada.

As RBWM Chief Operating Officer for the US and Canada, Privitera oversees the bank's core banking systems, operational risk controls, regulatory standards and policies. As Head of Direct Banking, Jenkins is responsible for the US bank's contact center and direct banking operations and supporting frontline customer-facing staff.

"Mike and Katie are experienced and accountable leaders who consistently deliver results and will work hard to execute on our strategy to be a leading domestic and international bank," said Sanchez. "Both executives excel at operational excellence, bring a wealth of knowledge to their roles and have a deep understanding of our customers, our business and our culture that will enable them to lead their teams towards continued success and ultimately serve our customers a world-class banking experience."

Privitera has more than three decades in the financial services industry and has been with HSBC since 1989. He's held significant roles in retail banking sales and service, operations, human resources, digital banking and wealth management. Most recently he served as Chief Administrative Officer and Head of Business Management for RBWM's Chief Operating Officer for three years.

"As someone that was born, raised and schooled in Western New York, I'm happy to be back in Buffalo with my family after a seven-year assignment in the Washington, DC area," said Privitera. "It's incredibly exciting and humbling to take the next step in my career at HSBC, and I look forward to working with our local team to ensure Buffalo continues to be a center of operational excellence for HSBC."

Jenkins joined HSBC in 2009 and most recently served as the Head of Customer and Employee Experience for RBWM in the US. Under her leadership, the business saw year-over-year increases in customer satisfaction. In her new role, Jenkins will build RBWM's operational, financial and risk management infrastructure to provide exceptional customer service to external and internal customers. Additionally, her team provides support to frontline customer-facing staff who have immediate information/servicing needs related to bank procedures, operations, technology, products and propositions.

"My decade with HSBC has allowed me the opportunity to get to know what drives our customers," said Jenkins. "I'm looking forward to this next chapter in the great

city of Buffalo and to seeing what my team will achieve together to better service our customers.”

**HSBC Bank USA, National Association (HSBC Bank USA, N.A.)** serves customers through retail banking and wealth management, commercial banking, private banking, and global banking and markets segments. It operates bank branches in: California; Connecticut; Delaware; Washington, D.C.; Florida; Maryland; New Jersey; New York; Pennsylvania; Virginia; and Washington. HSBC Bank USA, N.A. is the principal subsidiary of HSBC USA Inc., a wholly-owned subsidiary of HSBC North America Holdings Inc. HSBC Bank USA, N.A. is a Member of FDIC. Investment and brokerage services are provided through HSBC Securities (USA) Inc., (Member NYSE/FINRA/SIPC) and insurance products are provided through HSBC Insurance Agency (USA) Inc.

**HSBC Holdings plc**, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,800 offices in 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,603bn at 30 September 2018, HSBC is one of the world’s largest banking and financial services organisations.

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