

Broadridge Appoints Deborah A. Bussière as Global Chief Marketing Officer

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LAKE SUCCESS, N.Y., April 26, 2017 /PRNewswire/ -- Broadridge Financial Solutions, Inc. (NYSE:BR) announced today that it has appointed Deborah A. Bussière as Global Chief Marketing Officer, effective May 8.

In this role, Bussière will be responsible for directing Broadridge's global marketing functions, including execution of the company's brand strategy, product marketing efforts, corporate communications, and digital and social media marketing. She will report to Chris Perry, President of Global Sales, Marketing and Client Solutions, Broadridge.

"Deborah is a proven leader with an extensive background in developing high-impact marketing and business development strategies," said Perry. "As Broadridge celebrates its ten-year anniversary as a public company in 2017, Deborah is well suited to play a significant role in driving revenue, relationships and reputation as we look to future growth opportunities over the next decade."

"I'm thrilled to join a world class team and contribute to the evolution of the Broadridge brand and the expansion of our market share," Bussière said. "Broadridge stands apart as an industry leader, for its scale of capabilities and its breadth and depth of services, as well as, being a leading developer of innovative solutions, such as our blockchain-based proxy applications and our digital communications network.

"As Broadridge looks to grow and build transformative capabilities for the industry, we must add dynamic experienced professionals, and Deborah fits that profile. We are truly excited to welcome her to Broadridge," said Richard J. Daly, President and Chief Executive Officer of Broadridge.

As a global fin-tech company, Broadridge is a leading provider of technology and operations, communications, and data and analytic solutions to financial services firms and corporations. It is at the forefront of helping clients engage customers, navigate risk, optimize efficiency and accelerate growth in a rapidly changing and challenging business environment.

Bussière brings nearly two decades of financial services experience to Broadridge. Most recently, she served as interim Chief Marketing Officer for several financial technology firms including Grayscale Investments, a trusted authority on digital currency investing.

Previously, she was Chief Marketing Officer for EY, a role in which she directed strategy, vision and execution for all marketing, communications, digital and social media, public relations and client event functions across the Americas. Bussière also held several senior roles at EY including leading the Global Financial Services marketing team and acting as the Americas Financial Services Business Development Operations Leader.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is a leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and other corporations. Broadridge's investor and customer communications, securities processing and managed services solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With more than 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America and processes on average \$5 trillion in equity and fixed income trades per day. Broadridge employs approximately 10,000 associates in 16 countries.

For more information about Broadridge, please visit www.broadridge.com.

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