



Broadridge Appoints Stefanie Shelley as Chief Marketing Officer

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LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- [Broadridge Financial Solutions, Inc.](#) (NYSE:BR) announced today that it has appointed Stefanie Shelley as its Chief Marketing Officer, effective immediately.

Broadridge Appoints Stefanie Shelley as Chief Marketing Officer (Photo: Business Wire) Broadridge's global marketing functions, including the company's brand strategy, all brand and product marketing efforts, corporate communications, and digital and social media marketing.

Broadridge Appoints Stefanie Shelley as Chief Marketing Officer (Photo: Business Wire) "Stefanie is a proven leader who has already made a considerable impact at Broadridge in the time that she has been with us as a consultant," said J. Peter Benzie, Corporate Vice President, Sales, Broadridge, to whom Ms. Shelley will report. "With Stefanie in place as CMO, our marketing organization will be well aligned with Broadridge's business and sales goals, helping to drive our company's growth."

Ms. Shelley began consulting for Broadridge in August 2010. Since then, she has worked to develop marketing strategies aligned with the business priorities to deliver business growth. She led a number of new marketing initiatives, crafted the company's marketing budget for the 2012 fiscal year and developed an integrated marketing strategy for Broadridge going forward.

"In the past year, we have made significant progress building marketing capabilities and we're already seeing results," said Ms. Shelley. "I'm thrilled to be joining the team and I look forward to continuing to build our marketing capabilities to deliver real business growth at Broadridge."

Ms. Shelley brings considerable experience to Broadridge, having held senior roles at leading financial services firms and Fortune 100 companies. She has a broad functional background in business strategy, marketing, product and channel management, and extensive experience launching, building and restructuring businesses.

Ms. Shelley has held senior roles at Capital One, Citibank, JP Morgan Chase, GE and GE Capital. She was the Executive Vice President and Bank Marketing Executive at Capital One, responsible for marketing for Capital One Bank, one of the 10 largest banks in the nation. Prior to that, she led deposit product management and marketing at Citibank, where she managed the full suite of deposit products for Citibank's retail bank. Before Citibank, she held a variety of roles at JP Morgan Chase, including Senior Vice President and Marketing and Service Delivery Executive, where she was responsible for all marketing efforts and the management of the online, telephone and ATM channels in the Small Business Banking division.

Ms. Shelley serves as a member of the Board of Directors of Green Bank, N.A., based in Houston, Texas. Ms. Shelley holds a B.A. in Economics from Colgate University and an M.B.A. in Marketing from The Wharton School at the University of Pennsylvania.

About Broadridge

Broadridge is a technology services company focused on global capital markets. Broadridge is the market leader enabling secure and accurate processing of information for communications and securities transactions among issuers, investors and financial intermediaries. Broadridge builds the infrastructure that underpins proxy services for over 90% of public companies and mutual funds in North America; processes more than \$4 trillion in fixed income and equity trades per day; and saves companies billions annually through its technology solutions. For more information about Broadridge, please visit www.broadridge.com.

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