



Greg Cunningham Promoted to Head of Diversity & Inclusion at U.S. Bank

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MINNEAPOLIS--(BUSINESS WIRE)--Sep. 20, 2016-- Greg Cunningham has been promoted to vice president of global inclusion and diversity for U.S. Bank, expanding the bank's efforts to promote diversity throughout its workforce, vendors, customers and community relationships.

Cunningham joined U.S. Bank in September 2015 as vice president, customer engagement. In his new position, Cunningham will direct all of the bank's diversity and inclusion activities, focusing on workplace/culture, multicultural customer outreach, supplier diversity, and community and corporate social responsibility.

Cunningham reports to Reba Dominski, senior vice president of corporate social responsibility and president of U.S. Bank Foundation.

"Companies across the nation are facing a changing marketplace and those that want to thrive must adapt to reflect that cultural, social and ethnic diversity," Cunningham said. "For instance, millennials don't want to be marketed to; they want a relationship with a brand and company, and those companies that have a clear strategy on corporate social responsibility and community engagement will win."

Recently, [Cunningham wrote](#) about his struggle to be his authentic self at work as an African-American executive. His challenge is to enable all employees to bring their true identity and culture to the office.

"The pool of talent is becoming smaller and smaller and the competition more fierce, particularly for millennials. So now there is a war for talent and we must adapt to earn our share of hiring victories," Cunningham said. "By engineering a workplace that is open-minded, fair, inclusive and diverse, U.S. Bank becomes a peak career destination."

Before joining U.S. Bank, Cunningham served 16 years at Target Corp., most recently leading lifestyle marketing and helping grow the company's business by driving brand differentiation through cultural leadership.

Cunningham earned a bachelor's degree in marketing from Clark-Atlanta University and an MBA from Fordham University in New York City. He is a native of Pittsburgh, Penn.

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$438 billion in assets as of June 30, 2016, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The company operates 3,122 banking offices in 25 states and 4,923 ATMs and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at www.usbank.com.

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