



U.S. Bank Names Beth McDonnell Chief Marketing Officer

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MINNEAPOLIS--(BUSINESS WIRE)--Dec. 20, 2016-- U.S. Bank, the fifth-largest commercial bank in the United States, announced today that it has named Beth McDonnell senior vice president and chief marketing officer. In this role, McDonnell will oversee all corporate and business line advertising and marketing efforts, in addition to setting the direction for the company's brand, reputation, social and sponsorship activities. She joined the bank in 2014 as the head of Brand Strategy and Reputation. McDonnell will be located in Minneapolis.

"Beth is a passionate advocate for the U.S. Bank brand and is committed to building and enhancing our presence in every market we reach," said Kate Quinn, executive vice president and chief strategy and reputation officer for U.S. Bank. "She is driven to be the best, and she will push us to continue to be our customers' most trusted choice and carry our brand far into the future. Beth has made a tremendous impact on our organization since joining U.S. Bank and will be a remarkable leader in this new capacity."

McDonnell has nearly 30 years of experience in advertising, brand, communications and marketing. Prior to joining U.S. Bank, she served as vice president of brand, advertising and marketing at Anthem and spent nearly 20 years in positions of increasing responsibility in advertising, communications and marketing at UnitedHealthcare and subsidiaries of PacifiCare/Secure Horizons. Under her leadership, brands have strengthened, revenue has grown, and reach has expanded. She has successfully managed complex agency partnerships, overseen strategic business-to-business, consumer and digital marketing, led sponsorships, built teams and enhanced customer and social communication.

McDonnell has a bachelor's degree from the University of California Los Angeles and a master's of business administration from the University of Southern California.

About U.S. Bank

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$454 billion in assets as of September 30, 2016, is the parent company of U.S. Bank National Association, the fifth-largest commercial bank in the United States. The company operates 3,114 banking offices in 25 states and 4,875 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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