



U.S. Bank Names Retail Veteran to Lead Omnichannel Experience Team

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MINNEAPOLIS--(BUSINESS WIRE)--Jun. 20, 2016-- U.S. Bank has named Beau Gray to lead the omnichannel experience team, overseeing experience design and strategy for how customers digitally interact throughout the U.S. Bank ecosystem. Gray comes to U.S. Bank from Best Buy, where he was a leader in customer experience and strategy. He is based in Minneapolis.

"U.S. Bank is committed to providing customers a consistent experience with the bank whether they come to us through mobile, online, ATM, by phone or in person at the branch," said Gareth Gaston, executive vice president of omnichannel banking at U.S. Bank. "Beau brings great experience and vision to make the customer experience great. We are thrilled to have him on our team."

Gray is passionate about design and the customer experience, having held similar positions in the retail industry for more than 15 years. He was vice president of customer experience and strategy at Best Buy where he led a large group of experience strategists, analysts, researchers and designers. He has had similar roles at American Eagle Outfitters and Kohl's. He holds three patents and studied communication at the University of Pennsylvania.

An enthusiastic volunteer, Gray has shared his expertise and support to a wide variety of organizations including Habitat for Humanity, National Go Green/Urban Ecology and Milwaukee Innovation Week.

About U.S. Bank

U.S. Bancorp (NYSE: USB) with \$429 billion in assets as of March 31, 2016, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The company operates 3,129 banking offices in 25 states and 4,954 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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