



Bread Financial Names New Chief Technology Officer

January 23, 2024

- *Veteran technology executive Allegra Driscoll joins Bread Financial as Executive Vice President and CTO*
- *Driscoll brings 20+ years leading tech strategy and implementation at top global financial service companies with a proven track record of driving business outcomes and leading large-scale transformation and innovation initiatives*

COLUMBUS, Ohio--(BUSINESS WIRE)--Jan. 23, 2024-- [Bread Financial™](#) (NYSE: BFH), a tech-forward financial services company that provides simple, flexible payment, lending and saving solutions, today announced that Allegra Driscoll has been named executive vice president and chief technology officer. Ms. Driscoll joins Bread Financial from American Express, where she most recently served as SVP, Chief Information Officer of the Global Commercial Services Unit.

"We are thrilled to welcome Allegra to our organization and executive leadership team," said Ralph Andretta, president and chief executive officer at Bread Financial. "Allegra's proven track record as an innovative and visionary leader combined with her deep understanding of financial services will be invaluable as we continue our tech innovation and modernization. Her collaborative style will be instrumental as she partners with leaders across the organization to ensure technology is a driver of business objectives and that enterprise IT risk management, governance and oversight remain a top priority."

Driscoll started her career as a developer at Goldman Sachs, before quickly moving into leadership positions focused on designing and optimizing sales technology. After nine years at Goldman, she moved to Credit Suisse, spending nine years in senior leadership roles across both product and engineering functions building out technology for multiple business lines. Driscoll then joined American Express in 2020, where she held multiple CIO roles and led strategy and transformation initiatives across the company. In the organizations she led, she prioritized professional development and focused on building collaborative teams, and cultivating a high-performing, inclusive culture.

"I am honored to join Bread Financial at such an exciting time in the company's evolution," said Driscoll. "The company's commitment to its associates and building a strong workplace culture align with my own values and leadership style. I look forward to getting to know the leadership team and IT organization, and working together to advance enterprise technology priorities that create value for our brand partners and enable overall business success."

About Bread Financial™

[Bread Financial™](#) (NYSE: BFH) is a tech-forward financial services company providing simple, personalized payment, lending and saving solutions. The company creates opportunities for its customers and partners through digitally enabled choices that offer ease, empowerment, financial flexibility and exceptional customer experiences. Driven by a digital-first approach, data insights and white-label technology, Bread Financial delivers growth for its partners through a comprehensive suite of payment solutions that includes private label and co-brand credit cards and [Bread Pay™](#) buy now, pay later products. Bread Financial also offers direct-to-consumer products that give customers more access, choice and freedom through its branded [Bread Cashback™ American Express® Credit Card](#) and [Bread Savings™](#) products.

Headquartered in Columbus, Ohio, Bread Financial is powered by its 7,500+ global associates and is committed to sustainable business practices. To learn more about Bread Financial, visit [breadfinancial.com](#) or follow us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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