

Jon Witter

Incoming CEO | Effective April 20, 2020

Experienced financial services executive with a strong track record of operational excellence and customer engagement

Career Highlights



2017 – March 2020

EVP and Chief Customer Officer



2010 – 2017

President, Retail and Direct Banking (2011 – 2017)

EVP in Retail Banking (2010 – 2011)



2009 – 2010

Chief Operating Officer, Retail Banking Group and President Morgan Stanley Private Bank



2004 – 2009

EVP and Head of General Bank Distribution

Key Achievements & Notable Accomplishments



~30 years of strategic, operational, marketing and technological expertise



Proven strategic leader with track record of driving successful change, especially during times of industry or technical disruption



Demonstrated ability to improve top- and bottom-line performance while enhancing customer and team member experience

- Led multi-billion dollar revenue businesses
- Initiated cost programs to drive double-digit improvements in efficiency
- Instituted marketing and sales programs to drive double digit top-line improvement



Effective team and culture builder able to attract top-notch and diverse talent

Personal Facts

- Jon, his wife and three children are avid travelers endeavoring to visit all 50 states and 7 continents
- Jon has lived across the world having called London, New Jersey, Chicago, Cleveland, Philadelphia, Nashville, Atlanta, Charlotte and Washington, DC home
- Jon and his wife both secretly desire to be builders having renovated five homes together in 20 years of marriage

Education



M.B.A. in finance and entrepreneurial management
Graduated as a Palmer Scholar



VANDERBILT UNIVERSITY

B.S. in economics magna cum laude



I am excited to assume the role as Sallie Mae's next CEO. Sallie Mae has a rich history of helping students build prosperous futures and as their needs grow and change, we will be there to support them. I look forward to working closely with the Board, management team and talented employees to leverage the Company's momentum and competitive position to realize the value inherent in Sallie Mae.



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