

## **Ulster Bank Appoints New Head of Customer Experience and Products & Managing Director of Retail Banking**

**26<sup>th</sup> May 2018** Ulster Bank announces the appointment of Damien Daly as Head of Customer Experience and Products and Ciarán Coyle as Managing Director of Retail Banking. Both positions are part of Ulster Bank's Executive Committee.

Damien joins us from Bank of Ireland where he held a number of senior roles over 13 years, including most recently Managing Director of Bank of Ireland UK's AA Financial Service Business and a member of the BOI UK Executive Management Team.

Ciarán moves from his current Executive Committee position of Chief Administrative Officer to run the Retail Bank where he will lead the provision of financial services to personal banking customers including mortgages, consumer lending, deposits and credit cards. Ciarán has been with Ulster Bank for the last 12 years across a number of senior roles including Head of Operations and Head of Change

Ulster Bank Interim Chief Executive Paul Stanley said:

*"Ulster Bank, as part of RBS, has a clear ambition to become the number one bank for customer service, trust and advocacy and these appointments are crucial to reaching this ambition.*

*"Damien will drive our strategy in developing customer-focused products as well as leading our customer insight, marketing and digital innovation programmes.*

*"Ciarán brings with him a breadth of experience from different roles across Ulster Bank and a clear customer focus. His understanding of innovation and digital will also serve him well in his new role overseeing our retail bank across Ireland."*

Ends.

### About Damien

A native of Dublin, Damien joins us from Bank of Ireland where he held a number of senior roles over 13 years, including most recently Managing Director of Bank of Ireland UK's AA Financial Service Business and a member of the BOI UK Executive Management Team. Other roles include Director of Marketing and Customer Analytics, Retail Ireland Division, Head of Customer Deposits, Group Treasury Division and Head of Strategy and Marketing, Global Markets Division.

Prior to Joining Bank of Ireland, Damien held a number of senior product management and customer acquisition roles at Eir. He holds an MSc Business Administration from Trinity College Dublin and is a Certified Bank Director (Institute of Bankers).

### About Ciarán

A native of Co. Mayo, Ciarán has been our Chief Administrative Officer (CAO) and a member of the Executive Committee since 2015. Ciarán has been with the bank for the last 12 years and will bring a breadth of experience and expertise having held several roles across the Services division and Retail Banking including; Head of Change and Head of Banking Operations.

Ciarán holds a Bachelor of Technology and Telecommunication from the University of Limerick and is a Certified Bank Director (Institute of Bankers)