



# BART SCHALLER

**EVP & CEO, DIGITAL**

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Bart Schaller is Executive Vice President and Chief Executive Officer of the Digital platform at Synchrony, one of the nation's premier consumer financial services companies.

Bart is responsible for providing comprehensive payment and financing solutions to partners and merchants who primarily engage with their consumers through digital channels.

Prior to this role, Bart was the Chief Marketing Officer of Synchrony where he led a team focused on innovation and driving growth for Synchrony through the development of new products, channels, and value propositions. Earlier, he led Synchrony's Business Development team where he oversaw new partner programs, sales activities, strategic investments, and mergers and acquisitions opportunities. He founded Synchrony's corporate venture team.

Prior to Synchrony's separation from GE in 2015, Bart was Vice President and General Manager for GE Retail Consumer Finance, where he was responsible for the overall growth and performance of card programs and relationship development with retail partners. He was Vice President of Marketing, working with several large retailers, and held prior roles in operations, marketing and client development.

Throughout the years, Bart has been a champion for all Synchrony employees, including as the executive sponsor of the company's EnAble Network+.

Bart earned a bachelor's degree in business administration from Southern Methodist University, where he serves on the Cox School of Business Alumni Board.