



DARRELL OWENS

EVP & CEO, LIFESTYLE

Darrell Owens is EVP & CEO of the Lifestyle Platform at Synchrony, one of the nation's premier consumer financial services companies. In this role, Darrell drives growth for Synchrony's partners in powersports, outdoor power equipment and industries focused on lifestyle merchandise, including sporting goods, clothing, jewelry and music.

Prior to this role, Darrell was Senior Vice President and Head of the Lifestyle platform. Darrell is known for his strong consumer and commercial finance expertise, along with the deep relationships he fosters with partners. Darrell joined Synchrony/GE in 2010 and has held multiple leadership roles of increasing responsibility, including managing key relationships such as TJ Maxx, Home Goods, Marshall's, Sierra, Home Sense, British Petroleum, Ashley Furniture and La-Z-Boy, and was a leader in providing financing solutions including private label credit cards and Dual Cards for these portfolios.

Throughout the years, Darrell has been a champion for all Synchrony employees, including holding numerous leadership roles for the company's Black Experiences Network+. He plays an active leadership role in multiple Synchrony programs focused on talent development.

Outside of Synchrony, Darrell and his wife, Deidre, have a vested interest in ensuring that students of color demonstrating financial need have access to resources to ensure their success. In 2020, Darrell and Deidre launched a new scholarship program, helping close the education gap by providing greater opportunities for students of color at Augustana College.

Darrell earned his bachelor's degree from Augustana College with a major in Business and now serves as a board member for the school.