MICHAEL BOPP

EVP, CHIEF GROWTH OFFICER

Michael Bopp is Executive Vice President and Chief Growth Officer of Synchrony, one of the nation's premier consumer financial services companies.

In this role, Michael is responsible for driving growth for Synchrony by designing data-driven, consumer-focused offerings that are scaled across Synchrony's portfolios. He manages the company's innovation and commercialization of digital products and capabilities by blending analytics, design thinking, and technology to create seamless customer experiences. He also oversees an in-house agency that includes a network of product developers, data architects, designers, strategists, and marketers with deep industry expertise.

Michael joined Synchrony in 2018 where he led data and analytics and most recently was the Chief Customer Engagement Officer. As Chief Customer Engagement Officer, he led the efforts to create a seamless, integrated customer experience for Synchrony customers. Throughout his career, Michael has focused on the power of analytics to create data-informed solutions that are responsive to customer needs and preferences.

Prior to Synchrony, Michael was President and Chief Operating Officer at Argus Information and Advisory Services. Previously, he spearheaded analytics and pricing for the retail card division of GE Capital. Michael also worked at TD Ameritrade and started his career as a data analyst in the U.S. cards division at Citigroup, where he subsequently held a series of analytics leadership roles in finance and decision management.

Michael serves on the Data Science Standards Board of General Assembly, which aims to increase transparency and access to careers within the fast-growing field of data science.

Throughout the years, Michael has been a champion for all Synchrony employees, including as the executive sponsor of the company's Asian Professional Engagement Network+.

He earned a bachelor's degree in psychology from The Johns Hopkins University and a master's degree in Industrial and Organizational Psychology from the University of Connecticut. Michael is married with three children.