

Regions Financial Chief Credit Officer Barb Godin Recognized Among 25 Women to Watch in Banking by American Banker

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Financial Corp.](#) (NYSE:RF) Chief Credit Officer Barb Godin has been named one of the 25 Women to Watch in Banking by *American Banker* magazine.



Barb Godin, Chief Credit Officer, Regions Financial Corp. (Photo: Business Wire)

Godin, a previous Women to Watch in Banking honoree in 2013 and 2011, joined Regions Financial in 2003 and has more than 40 years of experience in financial services. She was named Chief Credit Officer in August 2010 and was also named to the Regions Operating Committee. Her responsibilities include overseeing credit policy, credit administration and problem asset management for Regions Bank.

In awarding its most recent designation, *American Banker* noted Godin's compassion and efforts to serve customers facing financial difficulties. For example, Godin decided to assign a new title to collections associates. They are now known as Customer Advocates, a name that more aptly describes how Godin leads that unit of her team. Customer Advocates help teach customers how to improve their credit scores. They also work to identify payment extensions and adjustments whenever possible.

"Don't steal a customer's dignity just because they are having financial problems," Godin told *American Banker*. "Instead see what you can do to help them, and in turn make a bad situation better."

Godin and fellow Women to Watch honorees will be recognized at an awards dinner and featured in the October 2014 issue of *American Banker* magazine.

"Barb's leadership and dedication truly embody Regions' core values. Those values include doing what is right, putting people first, and focusing on your customer," said Matt Lusco, Chief Risk Officer for Regions Financial. "Barb is also a recognized leader in risk management and has helped develop policies and procedures that have both strengthened our company and improved the

services we provide to customers and our communities."

American Banker's annual Women to Watch ranking evaluates candidates based on her impact at her company, the industry and the community, as well as leadership skills and innovation.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$119 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Investment banking and business advisory services are offered through Regions Securities LLC. Member FINRA & SIPC. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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