

"You have to stand up and be counted" - Barb Godin of Regions Bank Recognized as One of 25 Women to Watch in Banking

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Chief Credit Officer serves as advocate for customers, mentor to bankers

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- For the third consecutive year, and fourth time overall, [Regions Financial Corp.](#) Chief Credit Officer Barb Godin has been named one of 25 Women to Watch in Banking by *American Banker* magazine.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150928005032/en/>



Regions Chief Credit Officer Barb Godin joined the company in 2003 and has more than 40 years of experience in financial services. (Photo: Business Wire)

Describing her role as Chief Credit Officer, Godin summarized, "I'm here to make others' dreams happen."

She does so by overseeing all credit activity at Regions and leading a strong culture of risk management within the company. Specifically, Godin is responsible for credit policies, credit servicing, underwriting and more.

"I'm here to support other people's needs and dreams," Godin said. "It could be a dream that, 'I want to own my own home,' or it could be a need that, 'I'm a large commercial customer, and I need working capital.' That's what I'm here to do is to help make that happen."

Godin also oversees credit administration, which includes problem asset management and delinquency management. Her reputation as an advocate for customers helps guide Regions' approach to offering solutions for people who face a variety of needs and challenges.

"To me, it's all about treating customers with dignity," Godin said. "Everyone wants to succeed. If a customer runs into difficulty, then it's as much on me to provide the customer with the tools that I have available to help get them back on the right path as it is for the customer to do their part to get back on the right path."

Godin's advocacy for consumers was highlighted by *American Banker* [when she was recognized as a Woman to Watch in 2014](#). She also received similar recognition in 2013 and 2011.

As part of its most recent recognition of Godin, *American Banker* highlighted how she mentors women in the financial industry and encourages women to actively pursue opportunities to advance in their careers.

"You have to stand up and be counted," Godin said. "You have to put your hand up and say, 'This is what I want out of life.'"

Godin joined Regions 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.

"Under Barb's leadership, Regions continues to excel both in risk management and in further improving the ways we serve our customers," said Matt Lusco, Chief Risk Officer for Regions Financial. "Her experience and dedication have a direct impact - not only in helping our company grow stronger, but also in helping people within Regions who learn from her expertise. The result is a better bank with a stronger commitment to the people we serve."

Godin and fellow 2015 Women to Watch honorees will be recognized at an upcoming awards dinner and will be featured in the October 2015 issue of *American Banker* magazine.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$122 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 1,630 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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