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## **Matt Wilcox Joins Fiserv to Oversee Payments Marketing Strategy and Innovation**

**Brookfield, Wis., October 1, 2013** - [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Matt Wilcox has joined the company as Managing Director, Marketing Strategy and Innovation, Digital Payments. In this role, Wilcox will guide the holistic marketing of Fiserv payment solutions, with a focus on those that support digital and emerging payments for consumers and small businesses. Wilcox will also oversee collaboration opportunities with Fiserv clients who are early adopters of emerging payments technologies and establish partnerships with other emerging technology companies.

Wilcox is a recognized industry expert on channels and payments, and is a frequent speaker at industry conferences on topics including payments, digital channels, marketing, multi-channel integration, social media and risk management. He is an active participant in industry groups such as the American Bankers Association (ABA), the Bank Administration Institute (BAI), the Forrester eBusiness Council and the Social Media Business Council. He was recently recognized by *Bank Innovation* as one of the 2013 Innovators to Watch: 44 Executives Shaping the Future of Banking.

Wilcox spent the past 14 years at Zions Bank in various marketing and strategy leadership positions. Most recently, he was senior vice president and director of interactive services and marketing, developing and executing the digital channel and emerging technology strategy and roadmap. In this role he oversaw web development, social media, data and analytics, web design, online media, email and direct marketing. Previously, Wilcox was responsible for the bank's online, mobile and emerging payments products and long-term roadmaps, including the initial launch of the Zions Bank mobile banking service.

"Financial institutions are starting to take a more holistic approach to delivering payments capabilities, and know they have an opportunity to deepen relationships with customers by serving as a central hub from which customers can make multiple types of payments as part of their day-to-day financial management," said Rahul Gupta, group president, Digital Payments Group, Fiserv. "With Matt overseeing the marketing of the broad set of Fiserv digital payments capabilities, we can show our clients how our solutions can work together to enable them to better serve their consumer and small business customers and compete successfully in a fast-changing marketplace."

Wilcox will report directly to Gupta in his new role. Wilcox holds a bachelor's degree in business and marketing from Westminster College and a master's degree in business administration from the University of Utah.

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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