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Lloyds Banking Group appoints Sameer Gupta as Chief Data and AI Officer

- Sameer Gupta will join the Group in June to lead how Artificial Intelligence is further embedded across Lloyds Banking Group, making banking simpler and more personalised for customers.
- The appointment comes as Lloyds continues to roll out customer-facing AI tools, including an AI-powered financial assistant, to enhance customer experience.

Lloyds Banking Group has appointed Sameer Gupta as its new Chief Data and AI Officer, strengthening its technology expertise and leadership as the Group continues to roll out artificial intelligence to enhance products and services for customers.

Sameer will join Lloyds Banking Group in June, reporting to Ron van Kemenade, Group Chief Operating Officer. He joins from DBS Bank in Singapore, where he is currently Chief Analytics Officer, and brings more than 30 years' experience leading large-scale technology and AI-driven transformation across financial services organisations.

In his new role, Sameer will lead the next phase of Lloyds Banking Group's AI strategy, with responsibility for how the technology is further scaled across the business. This includes managing how AI is adopted to improve customer experiences, strengthen fraud prevention and support colleagues with better tools and insights so they can help customers more effectively, while also delivering against the Group's ambitious plans for AI to create long-term value and growth.

A key part of Sameer's remit will be ensuring AI is used responsibly, transparently and securely, with strong governance and oversight to meet regulatory and ethical standards.

The appointment comes at a time when Lloyds Banking Group is expanding the practical use of AI to support customers, including the launch of an AI-powered financial assistant, designed to give millions of customers more control over their finances by providing personalised, round the clock support.

Sameer has led enterprise-wide AI programmes at scale, most recently at DBS, where he helped embed AI across the organisation to improve customer experience, decision-making and productivity. DBS's AI journey has subsequently been featured as a Harvard Business School case study.

Ron van Kemenade, Group Chief Operating Officer at Lloyds Banking Group, said: "Sameer brings deep expertise and a strong track record of applying AI in ways that deliver real, practical benefits for customers. As we continue to invest in technology to better support households and businesses across the UK, his leadership will help ensure AI enhances customer experiences while maintaining the trust that is fundamental to banking."

Contact



Sameer Gupta, Chief Data and AI Officer at Lloyds Banking Group, said: “Lloyds Banking Group has a clear purpose and a strong focus on supporting customers, and I’m excited to join at a time when AI can make such a positive difference. Used well, AI can help customers get the right support more quickly, protect them from fraud and make managing money simpler and more intuitive. I’m looking forward to working with colleagues across the Group to apply AI in a responsible way that delivers better outcomes for customers and communities.”

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About Lloyds Banking Group

With 28 million customers, of which over 23 million are digitally active, we’re proud to be the UK’s biggest digital bank. Our services span retail and commercial banking, insurance and long-term savings, delivered through trusted brands including Lloyds, Halifax, Bank of Scotland and Scottish Widows. Our purpose is Helping Britain Prosper. For more than 320 years, we’ve served households and businesses across the UK. Today, we’re transforming how we do that. We’ve invested more than £4bn in our digital transformation, and we’re just getting started. That means building smarter, more resilient tech, expanding our use of AI, and creating seamless experiences for a digital-first Britain.

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