



PRESS RELEASE

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LLOYDS BANKING GROUP HIRES NEW CHIEF DESIGN OFFICER

Silicon Valley Executive Dan Makoski joins the team

Lloyds Banking Group has appointed Dan Makoski to the newly created role of Chief Design Officer focusing on human-centered design, as the bank's strategy of transforming for success in a digital world gathers pace.

Dan joins the Group from Walmart, where as Vice President of Design, he empowered teams to think how people can get the most out of their shopping experience and improve their lifestyle. He has also previously worked at Google, designed the original Surface at Microsoft, led design research globally at Motorola and was the first Vice President of Design at Capital One.

Dan said: "I'm joining Lloyds Banking Group to advance the mission of Helping Britain Prosper through thoughtful design. Prosperity is more than numbers, it's about fostering healthy financial behaviors and attitudes. Using design to empower true prosperity for people, households and businesses of all sizes and backgrounds will be the most important work of my career.

"It was pleasantly shocking to see a 300 year old organisation in the UK weaving together advanced technology and the latest thinking in design with such courage. I'm honoured to join Lloyds Banking Group as Chief Design Officer, championing prosperity for our customers with an incredible team of empathetic human-centered designers."

Zak Mian, Group Transformation Director, Lloyds Banking Group said: "When thinking strategically about winning in a digital world, we need to get better at designing great experiences for our customers. I'm delighted that Dan is joining the team and bringing with him his energy and vast experience in this area."

ENDS

Notes to editors

About Lloyds Banking Group

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As a UK focused bank, Lloyds is well placed to help Britain prosper, delivering for customers, shareholders and the wider society.

Over the last six years Lloyds has successfully transformed, restructured and simplified the business whilst enhancing customer experience, Helping Britain prosper and significantly increasing shareholder returns.

Looking ahead, changes in the external environment and evolving customer behaviour and expectations are creating significant opportunities that the customer focused business is uniquely positioned to capture. The next phase of the strategy will enhance the existing competitive strengths and create new capabilities, enabling Lloyds to respond to these changes and transform the Group for success in the digital world.

This will be achieved through four key strategic priorities: continuing to deliver a leading customer experience; digitising the Group; maximising Group capabilities; and transforming ways of working.

About Dan Makoski

Dan is a Silicon Valley executive who leads innovation by design.

He was VP of Design at Walmart, leading an extraordinary team of UX Researchers and Designers to transform the way the world saves money and lives better.

He started Project ARA at Google, designed the original Surface at Microsoft, led design research globally at Motorola, and was the first VP of Design at Capital One. Dan began his career at the world's top design agencies, and even started his own at one point.

The common thread across his career is the belief that design is most powerful when it's an expression of humble service, and innovation is most impactful when it fosters openness and inclusion.

<http://www.danmakoski.com/>

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