



Murat Çağrı Süzer

Head of Retail Banking

Professional Experience and Responsibilities

Murat Çağrı Süzer was named Head of Retail Banking for BBVA USA in July 2017, reporting to U.S. President and CEO Javier Rodríguez Soler. In his role, Süzer is responsible for BBVA's retail network in the U.S., with a specific focus on delivery, execution and sales and their corresponding impact on customer experience. He oversees Retail Sales, Business Planning, Mortgage and Payment Systems.

Previously Süzer was the Executive Vice President of Marketing and Digital for BBVA's Garanti Payment Systems, with responsibility for management of nearly 10 million units in its credit and debit card portfolio. Süzer also oversaw product and branches, CRM and data analytics, and digital experience and sales.

Süzer started at Garanti Payment Systems in 2013 as Marketing Director, moving to Executive Vice President of Marketing two years later and Executive Vice President of Marketing and Digital just one year after that. Prior to Garanti, Süzer was at McKinsey & Company, rising in responsibility to Engagement Manager. He started his career at Danone.

Education

Süzer received his bachelor's of science from Middle East Technical University, and his master's degree in business administration from INSEAD.