



## Ganesh Krishnamoorthi

Chief Market, IT & Digitalization  
Officer

**Born:** 1977

**Nationality:** Austrian

**Addiko:** since 1 August 2020

## Profile

*Innovative & customer focused retail leader with 22 years of banking experience and track record in driving top & bottom line growth. Leading cross functional teams across IT, Retail, Marketing & Digital. Started with GE Money bank & later Santander consumer bank in various IT leadership positions followed by Retail & digital leadership for 10 years. Various leadership positions in BAWAG Group and Anadi Bank to transform their retail & digital businesses.*

## Career

Chief Market, IT & Digitalization Officer at Addiko Bank AG	since June 2021
Chief Retail, IT & Digitalization Officer at Addiko Bank AG	2020-2021
Interim CEO, responsible for Retail, Digital, IT & Marketing at Anadi Bank	2018-2020
CMO & Customer experience & Partnership leader at easybank, Vienna	2017-2018
General Manager Digital EU at Western Union, Vienna	2010-2017
Head of Digital, Direct Sales, Broker & Digital Marketing at GE Money Bank/Santander CB, Vienna	2005-2010

## Education

Bachelor of Engineering in Electronics & Communications	Graduation 1998
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