

Digital Onboarding, Inc. and the DCU FinTech Innovation Center Slated to Host the 2019 Financial Services Engagement Forum in Boston, MA

BOSTON, MA (September 16, 2019) Digital Onboarding, Inc. has officially launched registration for the 2019 Financial Services Engagement Forum. The event will be held at the DCU FinTech Innovation Center on November 13, 2019 in Boston, MA from 1:00PM-3:45PM. A FinServ Networking & Happy Hour event will immediately follow from 4:00PM - 6:30PM. Register to attend at <https://bit.ly/2kGpPcl>.

Experts from across multiple disciplines, including financial services, marketing, technology, and design, will join to discuss how financial institutions can grow engagement and profitability through innovation initiatives that deliver meaningful brand differentiation and an exceptional customer and member experience.

“In the coming decade, the banking industry will continue to undergo consolidation and disruption and financial institutions that succeed at delivering a frictionless banking experience that delivers real value will win,” said Ted Brown, CEO, Digital Onboarding. “We’re excited to bring together some of the brightest minds in the industry to share perspectives with executives that want to innovate, compete, and thrive.”

A panel of experienced financial services executives will discuss how innovation and removing friction from the customer and member experience can drive lasting value. Panel speakers include Sean McNair, VP of Marketing at Digital Federal Credit Union (DCU), Michael Mattone, VP of Marketing & Member Experience at Hudson River Financial FCU, Jay Tuli, EVP of Residential Lending, Retail Banking, and Product Development at Leader Bank, Dan O'Malley, CEO at Numerated, Mike Kirkpatrick, SVP

of Client Experience and Strategy at Mad*Pow, and Ted Brown, CEO of Digital Onboarding.

Mike O'Toole, President of PJA Advertising and author of *The Unconventionals: How Rebel Companies Are Changing Markets, Hearts, and Minds-and How You Can Too* will speak on how building brand differentiation can lead to winning products, services, and experiences. David Knies, Chief Growth Officer at Essential Designs, will discuss the opportunity for financial institutions to carve out a fresh and distinctive space in a buyers' minds.

Digital Onboarding is inviting financial services professionals, including bank and credit union presidents, technologists, and marketers to join us at the event. The forum portion of the event will be held at the DCU FinTech Innovation Center: 695 Atlantic Ave 9th Floor, Boston, MA 02111. The event will be followed by a FinServ Networking & Happy Hour at Trade: 540 Atlantic Ave, Boston, MA 02210.

About Digital Onboarding

Digital Onboarding Inc. is a SaaS technology company focused on helping banking customers and credit union members activate their financial services products. Digital Onboarding provides a fully automated new account activation platform that is more efficient and effective than traditional phone calls, emails, direct mail, and print brochures, driving profit by increasing new customer activation rates. For additional information, visit <https://www.digitalonboarding.com>. For questions, contact Devon Malloy, Customer Success Advocate at Digital Onboarding, at devon@digitalonboarding.com.