



Paul B. Moore

**Senior Vice President and
Chief Customer Officer**

Western & Southern Financial Group

Paul B. Moore serves as senior vice president and chief customer officer, Western & Southern Financial Group. In this capacity, he is responsible for enterprise strategic initiatives that grow and deepen customer and advisor relationships for improved retention, loyalty and profitability.

Moore joined Western & Southern in 2021. Prior to that, he was with Fifth Third Bank, most recently as senior vice president and director of operations leading nearly 4,000 associates globally who handled Fifth Third's back-office functions and call centers across each of their lines of business.

Moore obtained a Bachelor of Arts in business administration from the University of Cincinnati, holds Securities Industry Essentials (SIE) and FINRA Series 6 and 26 certifications, and is a Certified Six Sigma Green Belt. He resides in Cincinnati with his wife and has two grown children.