



## **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 of Western & Southern Financial Group, a diversified family of financial services businesses based in Cincinnati and one of the strongest life insurance groups in the world.

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 serves on the Catholic Inner-city Schools Education board. He obtained a Bachelor of Arts in business administration from the University of Cincinnati, holds FINRA Series 6 and 26 certifications, and is a Certified Six Sigma Green Belt.