



## Photo Release -- WSFS Financial Corporation Announces Executive Leadership Promotions

May 7, 2018

**Lisa Brubaker will lead technology and operations as EVP and Chief Technology Officer. Peggy Eddens' role expands to EVP and Chief Associate and Customer Experience Officer.**

WILMINGTON, Del., May 07, 2018 (GLOBE NEWSWIRE) -- Lisa Brubaker is the new Executive Vice President and Chief Technology Officer at WSFS Financial Corporation (NASDAQ:WSFS), the parent company of WSFS Bank. Additionally, WSFS' Peggy Eddens has assumed expanded responsibilities to oversee the growing role of the Company's customer experience team as Executive Vice President and Chief Associate and Customer Experience Officer. Ms. Brubaker's and Ms. Eddens' new roles and responsibilities became effective May 1, 2018. Ms. Brubaker succeeds Jim Mazarakis who has left the Company to pursue other opportunities.



Lisa Brubaker has been promoted to Executive Vice President and Chief Technology Officer at WSFS Financial Corporation, the parent company of WSFS Bank.



Peggy Eddens has been promoted to Executive Vice President and Chief Associate and Customer Experience

Officer at WSFS Financial Corporation,  
the parent company of WSFS Bank.

As the head of the technology and operations division, Ms. Brubaker will oversee the deployment of critical technology platforms and applications, enhancements to customer-facing technical solutions, improvements to operational efficiency, and the oversight of data security.

Ms. Brubaker has held a variety of leadership roles with increasing responsibilities throughout her 31-year WSFS career. She was most recently WSFS Bank's Senior Vice President and Director of Retail Strategy, a multifaceted assignment that included the planning and execution of the Company's retail-banking blueprint, management of the customer channel delivery strategy, branch development and design, optimization of the branch network, and management of the Bank's customer contact center. Ms. Brubaker also has an extensive background in project management and mergers and acquisitions.

"Lisa is a highly respected leader with a proven record in digital and physical customer delivery, and a wealth of operational experience and institutional knowledge. These attributes make her the ideal leader to drive change as WSFS innovates and responds to the evolving impact of technology on our business. She will be an integral member of our Company's executive leadership team," said WSFS' Rodger Levenson, Executive Vice President and Chief Operating Officer.

Ms. Eddens joined WSFS in 2007 and was most recently Executive Vice President and the Chief Human Capital Officer. She will oversee the growing role of the customer experience team as it executes the Bank's strategy that links Associate engagement to customer experience.

"Combining responsibility for Associate engagement and customer experience is progressive and aligns seamlessly with our Company's business model," added Levenson. "With her leadership, we will optimize strengths that only Peggy can provide, including human capital planning, Associate and customer engagement strategies, and most importantly, her passion for WSFS' culture and mission, *We Stand For Service.*"

Ms. Brubaker is a graduate of the University of Delaware and a current Aresty Scholar at the Wharton School's Aresty Institute of Executive Education where she is completing a Certificate of Professional Development. Ms. Eddens earned a Master of Science in human resource management from LaRoche College and a Bachelor of Science in business administration from Robert Morris University.

#### **About WSFS Financial Corporation**

WSFS Financial Corporation is a multi-billion dollar financial services company. Its primary subsidiary, WSFS Bank, is the oldest and largest locally-managed bank and trust company headquartered in Delaware and the Delaware Valley. As of March 31, 2018, WSFS Financial Corporation had \$7.0 billion in assets on its balance sheet and \$19.1 billion in assets under management and administration. WSFS operates from 77 offices located in Delaware (46), Pennsylvania (29), Virginia (1) and Nevada (1) and provides comprehensive financial services including commercial banking, retail banking, cash management and trust and wealth management. Other subsidiaries or divisions include Christiana Trust, WSFS Wealth Investments, Cypress Capital Management, LLC, West Capital Management, Powdermill Financial Solutions, Cash Connect<sup>®</sup>, WSFS Mortgage and Arrow Land Transfer. Serving the Delaware Valley since 1832, WSFS Bank is one of the ten oldest banks in the United States continuously operating under the same name. For more information, please visit [wsfsbank.com](http://wsfsbank.com).

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