

Brian Doubles

President



Brian Doubles is the President of Synchrony. With more than two decades of business and financial expertise, Brian is responsible for accelerating Synchrony’s growth and diversification. He leads business strategy, venture investments and M&A, enterprise data analytics, customer experience, marketing (including new product introduction, product management and digital platforms) and the expansion of the company’s direct to consumer banking and products strategy.

Prior to this role, he was Executive Vice President and Chief Financial Officer of Synchrony for 10 years (which includes the period prior to Synchrony’s separation from GE in 2014). As CFO, Brian was responsible for several critical areas including investor relations, financial planning, tax, treasury, and more. Brian has a proven track record operating in various economic cycles and has earned a strong reputation for his deep domain expertise, strategic thinking and financial and risk discipline. He was a key partner with the CEO in separating Synchrony from GE and taking it public in 2014.

Earlier, he served in various roles of increasing responsibility and management after starting at GE in 1998. He held several key financial roles at across GE in audit, treasury, consumer finance and financial planning and analysis. Brian was also named a “40 under 40 Outstanding Financial Executives” by *Treasury & Risk* in 2010.

Brian received a B.S. in Engineering from Michigan State University. He currently resides in Connecticut with his wife and children.