Fifth Third Bank
Position Description

Contact: Janet Brinkman, Recruiting Manager
Janet.brinkman@53.com

<table>
<thead>
<tr>
<th>TITLE:</th>
<th>Sr. Market Intelligence Analyst</th>
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<tbody>
<tr>
<td>MANAGER:</td>
<td>Customer &amp; Market Analytics Manager</td>
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<tr>
<td>DIVISION:</td>
<td>Distribution Strategy Group</td>
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GENERAL FUNCTION: Responsible for the analysis of market intelligence to support the distribution process to include branches, customers, and sales channels. Drives development of higher-order customer/branch analytics and modeling for various lines of business and sales channels.

DUTIES & RESPONSIBILITIES:
- Analyze customer and branch base around household growth, attrition, and cross-sell performance. Develop understanding of profitability metrics associated with performance in these areas.
- Participates in affiliate market reviews providing insights into household profitability and branch performance.
- Builds relationships with key partners in the bank including Marketing, IT, Segment team, and product teams.
- Provides input into the creation of detailed project plans, work assignments, target dates and other aspects of assigned projects.
- Identify and work with vendors to benchmark Fifth Third’s performance vs. peer groups. Identify and provide best in class metrics (i.e., cross-sell).
- Conduct market research to understand valuable insights on industry trends, customer segments, sales channels, etc.
- May be responsible for more complex customer analysis including:
  - Develop target groups around product lead generation based upon analytics/models of our customer base.
  - Provides insights around key customer segments and performance. Analyze trends to identify opportunities for improvement in customer profitability.
  - Analyze customer data and demographics to understand product usage and purchase behavior.
  - Data mining and predictive analytics.
- May be responsible for more complex branch analysis including:
  - Analyze overall branch network focusing on new site selection, consolidations, relocations and remodels.
  - Optimize overall distribution network by determining optimal number of branches/ATMs by market.
  - Understand how overall distribution network effects branch performance.

SUPERVISORY RESPONSIBILITIES: None

MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:
- Bachelor’s degree in statistics, finance, economics or related field.
- Typically requires minimum of 5-7 years work experience.
- Database and analytical experience required.
- Proficient with MS-Windows and other related PC applications. Knowledge of SQL, SAS and GIS preferred.
- Excellent analytical, and written and oral communication skills.
- Ability to work both individually and as a member of a team.

WORKING CONDITIONS:
- Normal office environment with little exposure to dust, noise, temperature and the like.
- Extended viewing of CRT screen.

All the above duties and responsibilities are essential job functions for which reasonable accommodation will be made. All job requirements listed indicate the minimum level of knowledge, skills and/or ability deemed necessary to perform the job proficiently. This position description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform any other job-related instructions as requested by their supervisor, subject to reasonable accommodation.