

## Media Release

### Zip appoints AU Chief Product Officer to drive end-to-end product strategy

**SYDNEY - 16 December 2021:** [Zip Co Limited](#) (ASX: Z1P) is pleased to announce the appointment of Travis Tyler as the company's new Australian Chief Product Officer, who will also join the ANZ Leadership Team.

Mr. Tyler will commence with Zip on January 17 in Sydney, reporting to ANZ Managing Director Cynthia Scott. He will be responsible for leading the Australian product strategy end-to-end across Zip's Product, Design and Product Marketing teams.

Bringing significant experience as a senior leader across Product, Marketing, Sales and Technology in the financial services and fintech industry, Mr. Tyler joins Zip with a background in neobanks, start-ups as well as commercial banks.

He is now a founding member and Chief Product & Marketing Officer at Australia's first smartbank, 86 400 and has held a number of senior leadership roles in Consumer Digital, Mobile and eChannels at Westpac and St George. He's also a non-executive Director for the Australian Network on Disability.

**Commenting on Mr. Tyler's appointment, Cynthia Scott said:** *"I am thrilled to welcome Travis into the ZipFam. He is an incredibly accomplished leader with an impressive track record across Product and Marketing in the financial services and Fintech industry. His experience will be invaluable in helping drive Zip's products in Australia to create an even better experience for our customers, merchants and partners. We can't wait for him to get started!"*

**Mr. Tyler said:** *"I am excited to be joining one of Australia's fastest-growing brands that has already changed the way people pay for the better. I look forward to joining the incredibly talented team that has created so much momentum and delivering the next generation of products that help our customers and merchants live fearlessly."*

ENDS

**Note to editors:** Zip has changed its brand, with a new logo and colours. Here is a [link](#) to new branding images that can be used in any reporting.

## **About Zip**

ASX-listed Zip Co Limited (Z1P: ASX) or (“Zip”) is a leading global financial services company, offering innovative, people-centred products that bring customers and merchants together. On a mission to be the first payment choice everywhere and every day, Zip offers point-of-sale credit and digital payment services in 13 markets around the world, including through strategic investments, connecting millions of customers with its global network of tens of thousands of merchants.

One of the fastest-growing BNPL providers globally, Zip has a presence in Australia, Canada, Czech Republic, India, Mexico, New Zealand, the Philippines, Poland, Saudi Arabia, South Africa, UAE, the United Kingdom and the USA. Zip provides fair, flexible and transparent payment options to individual consumers and SMBs, helping them to take control of their financial future and helping merchants to grow their businesses. Zip is committed to lending responsibly and also owns Pocketbook, a leading personal financial management tool. Founded in Australia in 2013, Zip now employs over 1000 Zipsters worldwide.

For more information, visit: [www.zip.co](http://www.zip.co)

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