



MAX AXLER

EVP, CHIEF CREDIT OFFICER

Max Axler is Executive Vice President, Chief Credit Officer of Synchrony, one of the nation's premier consumer financial services companies.

Max leads the company's credit strategy and operations utilizing a comprehensive data-driven analytical approach. He leads Synchrony PRISM, which is the continued evolution of credit and fraud decisioning, as well as authentication, collections, recovery, loss forecasting, reserves and first-line governance of the credit function.

Prior to this role, Max was Senior Vice President, Deputy Chief Credit Officer, where he set the strategic direction for credit and fraud decisioning and implementation across Synchrony. Previously, Max led the teams responsible for managing credit and fraud losses across all of Synchrony's sales platforms and partners.

With more than 20 years' experience across audit, finance and credit, he began his career as a member of the Financial Management Program at GE Capital and subsequently served on the GE Corporate Audit Staff as well as in roles of increasing responsibility with GE Retail Finance (which ultimately became Synchrony). Later he joined GE Capital Commercial Americas as FP&A leader, ultimately being promoted to the Chief Financial Officer role for one of the GE commercial businesses.

Max is active in the Black Experiences+ diversity network at Synchrony and is a senior advisor to Synchrony's Women Confronting Racism internal working group. He represents Synchrony on the steering committee of Project REACH (Roundtable for Economic Access and Change), which brings together leaders from banking and other industries as well as national civil rights organizations to reduce specific barriers that prevent full, equal, and fair participation in the nation's economy.

Max earned a Bachelor of Science degree in finance from Michigan State University – Eli Broad College of Business.