M&T Bank Names Nicolas Boesch Voice Of Customer Director

Addition of Boesch supports bank's efforts to provide a unique customer experience



Nicolas Boesch

M&T Bank Corp. (M&T) has appointed Nicolas Boesch as Group Vice President and Voice of Customer Director – a new position designed to help the bank listen and develop the interactions that are most meaningful to its customers and communities.

Boesch, who previously served as BMW of North America's Manager of Customer Intelligence and Strategy, will report directly to Aarthi Murali, M&T's Chief Customer Experience Officer. Boesch joined M&T on Dec. 28, 2020.

In his role with M&T, Boesch will lead the bank's strategies to develop customer experience intelligence and use innovative techniques to improve customers' experiences with the bank. This is part of M&T's ongoing work to remain a customer-centric community bank.

"M&T is focused on enhancing our customers' experiences and keeping the customer at the center of all we do," Murali said. "The addition of Nicolas to our team will accelerate this work by empowering our employees to drive innovative and meaningful change for our customers' journey through all areas of the bank."

Before joining M&T, Boesch spent eight years at BMW of North America in various customer experience and market research roles – serving as Manager of Customer Intelligence and Strategy since January 2019. He also managed BMW's customer satisfaction and business intelligence teams – holding each role for three years.

Boesch has also worked in retail operations for Rolls-Royce Motor Cars and online sales for Lufthansa Airlines.

Boesch graduated Technical University in Vienna, Austria, as a Business Informatics double major in Project & Quality Management and Software Quality Engineering.

About M&T Bank

M&T Bank Corporation is a financial holding company headquartered in Buffalo, New York. M&T's principal banking subsidiary, M&T Bank, operates banking offices in New York, Maryland, New Jersey, Pennsylvania, Delaware, Connecticut, Virginia, West Virginia and the District of Columbia. Trust-related services are provided by M&T's Wilmington Trust-affiliated companies and by M&T Bank.

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