

Building an impactful Employer Brand.

Beth Woodruff, Sr Director of Brand, Ally

May 16, 2023

First, a bit about us 'by the numbers'
(numbers are sort of our thing 🧮)

We are a full-scale
digital financial
services company

11k+

employees
HQ in Charlotte
& Detroit

\$192B

total assets

11M+

customers

86%

customer
satisfaction

\$80M

funded Ally
Foundation

Top 25

U.S financial
holding
company

And in only
eight years,
we've grown
into **eight** lines
of business



Auto



Banking



Corporate Finance



Credit Card



Dealer Services



Home



Investing



Lending

The background of the image features a dark purple field. On the left side, there are numerous concentric circles in a teal color, creating a tunnel-like effect that draws the eye towards the center. On the right side, there are vertical teal lines of varying thicknesses, also creating a sense of depth and movement towards the center. The text is positioned in the middle of the image, where these two patterns meet.

**To truly understand our journey,
you have to first understand
where we came from...**

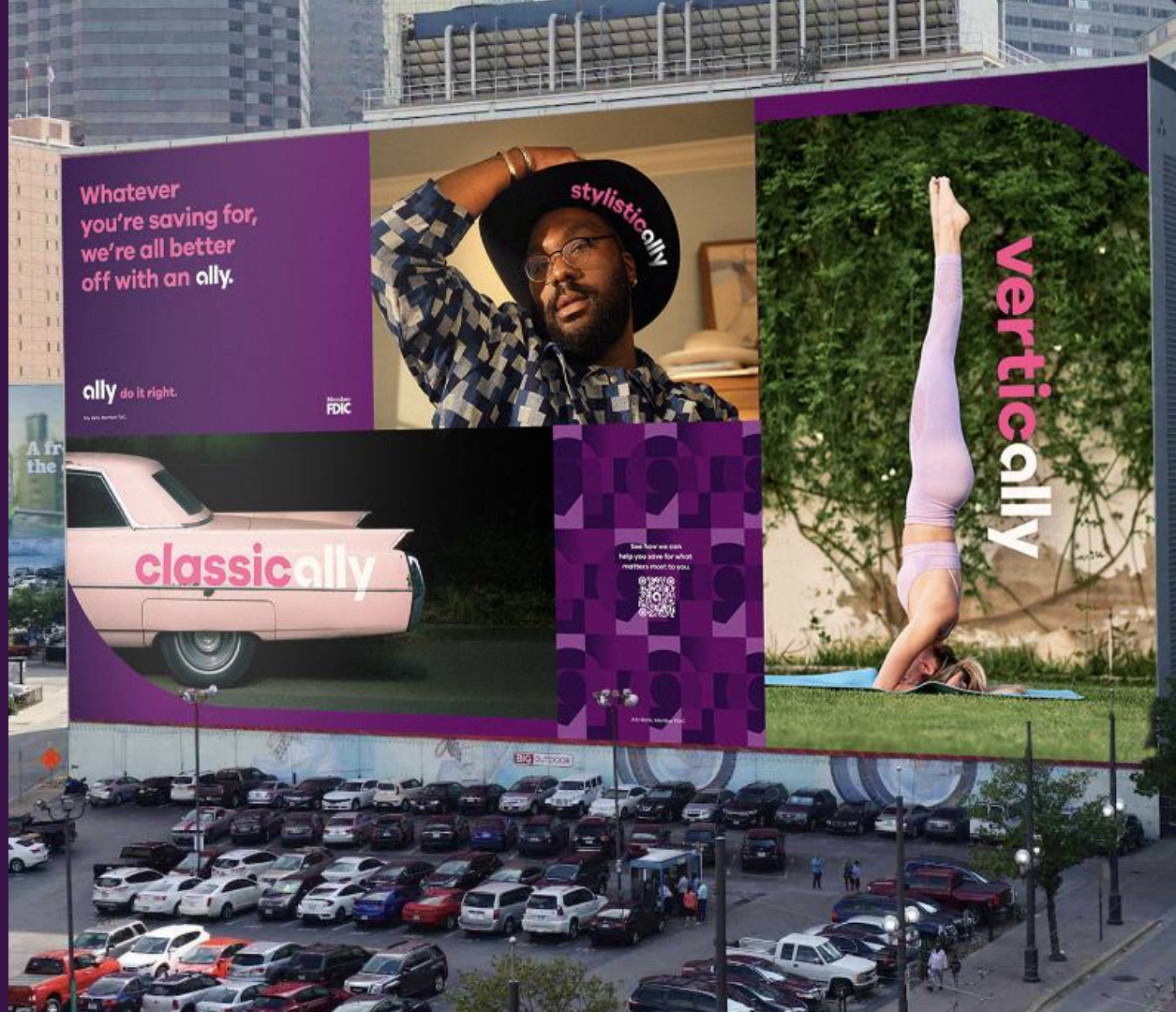
In 2008, the category was
begging for disruption.



But nobody wanted another bank.
They wanted a better one.

While other banks
focus on products,
we focus on people.

Whatever their saving for.
Whoever their saving for.
And whenever unexpected
expense come their way.



A bank that:

- ➡ Puts customers first
- ➡ Is clear and direct
- ➡ Makes my money work harder
- ➡ No 'bait and switch'
- ➡ No sneaky fine print
- ➡ Answers the phone

We decided to call ourselves
ally.

Because it's quite simple:
We believe we are all better off with
an ally.

The name is the idea.

And from that fierce conviction, we built a better bank.

We Do It Right

Lead with deeds
over words to do
the right thing.

We Talk Straight

Say what we mean –
without hiding
behind disclaimers.

We Relentlessly Disrupt

See beyond today,
to innovate for a
better tomorrow.

We Obsess Over Our Customer

Design with people at
the center—their needs,
passions and goals.

We Help Communities

Support those who
need it the most –
personally and
societally.

**Today, we're going to talk about
what excites us in culture and
how that shapes our employer
branding.**

THE NAME IS THE IDEA.

ally

ally

ally

**At our core, we're a
conviction-based
brand, which means
we are led by our ethos:**

**We're all better
off with an ally.**

Customers.
Communities.
Employees.

**How do we solve real pain
points for employees and new hires?**

inspirationally

75% of Hiring Managers Say Employer Brand Matters.

**We've collected
endless accolades, but
one stands above all...**



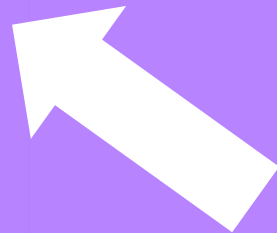
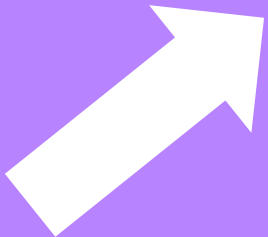
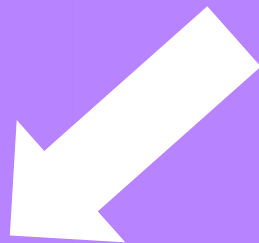
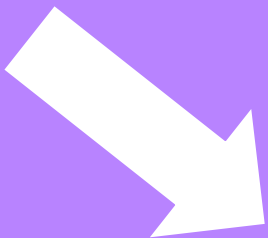
FAST@MPANY

BRANDS

THAT

MATTER

2022



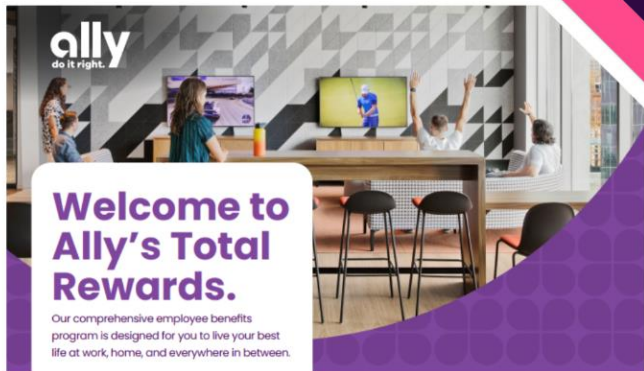


Fast Company's Brands That Matter awards program aims to get beyond corporate vision statements and management talking points, celebrating a company's connection with its audience through cultural relevance, social impact, and clear, authentic communication.



culturally

Likelihood of turnover at an organization with high company culture is 13.9%, whereas the probability of job turnover in low company cultures is 48.4%.



Welcome to Ally's Total Rewards.

Our comprehensive employee benefits program is designed for you to live your best life at work, home, and everywhere in between.

Highlights:

Paid time off.

- 11 Paid Holidays
- 20 Paid Time Off Days¹
- 8 Hours Volunteer Time Off, Yearly

Medical plans.

- 3 Medical Plans to Choose From
- Up to \$750 or \$1,500 HSA Contributions with the Consumer Plans²
- Potential to earn \$500 in Well-Being Rewards

Education assistance.

- Tuition Reimbursement up to \$10,000 per year
- \$100 per month in Student Loan Assistance³
- ³ per month contribution to 529 Education Plan⁴

Family planning.

- 12 Weeks Paid Parental Leave²
- 2 Weeks Paid Caregiver Leave²
- 30 Back-up Child or Adult Care Days
- Adoption & Surrogacy Assistance up to \$35,000
- 2x Salary Life Insurance

Retirement plans.

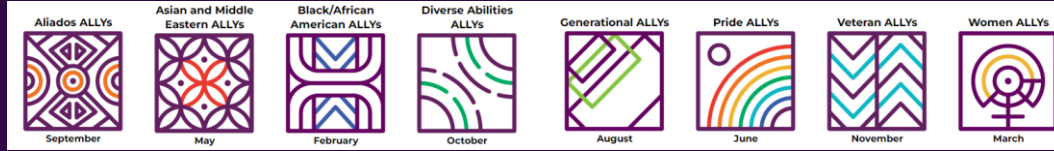
- 2% 401k Company Retirement Contribution
- 401k Match up to 6%²
- Up to 2% 401k Company Discretionary Contribution
- 15% discount on Ally stock through Employee Stock Purchase Plan
- #ownit discretionary Annual Equity Grant



equally

76% of employees and job seekers said diversity was important when considering job offers.

Real Communities



Real Conversations



futuristically

76% of Gen Zers see upskilling as key to their career advancement.

programs.



internships.

Test out the tools in your educational toolbox and learn some new skills along the way with an a 12-week paid internship with us. We've got positions in numerous fields, so there's sure to be one that's perfect for you.



ARP (accelerated rotational programs).

Hop on the express elevator to the top of the corporate leadership with our rotational programs. Get an in depth look at how we operate by learning the ins-and-outs of our businesses core functions in this 2 year intensive program.



technology program.

We're an online bank, so we need exceptional technology people to keep us up and running. That's where you come in to play. Whether you're into cybersecurity, development, or anything in-between, we can use your skills to keep us on the cutting edge of all things tech.



audit program.

Do you want to add value to an organization? Join the Audit Team at Ally! In your role you'll be exposed to the various business lines while diving into their operations. Be part of a team that ensures we "Do It Right" at Ally!



ALDP (accounting leadership development program).

Want to get your CPA? We can help you with that. This program lets you work while you earn it.



full-time graduate opportunities.

You've got the cap and gown, now get to growing your career with us. Here, you won't be just another number, you'll be a valued teammate who has the potential to produce amazing work and innovative ideas.

ally

Moguls in the Making.

Welcome to the movement.



[Making Moguls](#) [Note from Our CEO](#) [Participating HBCUs](#) [How to Apply](#) [Hear from Past Moguls](#) [Media and Press](#)

We're making Moguls.



Moguls in the Making was born from the need to act — to put our beliefs into practice by creating a program to tackle the issue of economic mobility head-on.

We teamed up with the Thurgood Marshall College Fund to create this entrepreneurial competition to foster opportunities for young leaders from our nation's publicly and privately supported Historically Black Colleges and Universities (HBCUs).

From idealist to entrepreneur in one weekend.

Over the course of a fall weekend, students will be tested and given a glimpse into what being a Mogul is all about — hard work. It's a strenuous 72 hours of rigorous learning and creating where students tap into all types of skill sets to turn their visions into reality. Students will have mentors and speakers to inspire them as they develop an idea to pitch in front of a distinguished panel of judges.

It's simple: the best presentation with the most brilliant business solution wins.



60
Students selected



15
Teams formed



1
Winning pitch

mentally

81% of workers say they will be looking for workplaces that support mental health in the future.



beneficially

Mentally Fit key offerings include:

ally do it right.



16 free counseling sessions

Per person annually, regardless of medical plan enrollment

Available to all teammates, their dependents and household members



Trained therapists and coaches

Assist with navigating challenges



Personalized plans and self-care resources

Such as meditations, guided webinars and courses



finally

Careers

professionally

Whether we're helping people save and spend for what matters most, or helping each other thrive in our careers, we're all better off with an ally.



[The Ally Experience](#) [Career Areas](#) [Hiring Process](#) [Awards](#)

[Explore Jobs](#)

We're different in all the right ways.

We're a leading financial services company—and a top 25 U.S. financial holding company—offering award-winning online banking, financing, lending and wealth management services. But the Ally experience is something so much bigger: we also offer many opportunities for you to learn, grow, and give back, while building a career you love.



Culture

Doing It Right is the core of who we are, and the driving force behind everything we do. This includes our commitment to our customers, employees, and communities. [Learn more](#)



Core Values

LEAD – Look externally, Execute with excellence, Act with professionalism, and Deliver results. We take our core values to heart. [Learn more](#)



Diversity, Equity, and Inclusion

Our journey of inclusion began the day we opened our digital doors, and it grows stronger every day. [Learn more](#)



Best-in-Class Benefits

For wherever you're at and whatever's most important to you, our benefits package has your back—including a few exclusives that really set us apart. [Learn more](#)



Personal and Career Growth

Fill gaps in your skillset or learn something new through a variety of personal development programs that foster growth and accelerate careers.



Community Commitment

As a relentless ally for social good, we give back to the communities where we live and work, because it's the right thing to do. [Learn more](#)



Accessibility and Inclusivity

We don't treat Inclusive Design as a buzzword, but a necessity. We apply it throughout our entire process of creating solutions that enable everyone to fully enjoy everything our online experiences offer.



Employee Resource Groups

Our ERGs provide the platform for our people to connect with one another and affect positive change in or outside the workplace. [Learn more](#)

Be a part of the Ally experience.

We're more than just a place to work. We provide plenty of opportunities for you to make an impact, in and out of the office. We make financial services fun, and we're always looking for top talent to make the Ally experience even more unique.

[Explore Jobs](#)

Build your career here.

Join a team of people at the forefront of digital disruption, shaping the future of financial services with a powerful commitment to doing it right. We offer a variety of opportunities at our many key locations.

Featured Opportunities



Customer Care



Technology



Analytics

Explore even more.



New team members are always welcome. Search hundreds of available openings and apply today.

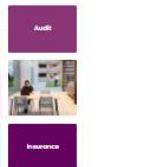
[Explore Jobs](#)



Auto Finance



Deposits



Audit



Human Resources



Finance



Marketing



Compliance



Insurance

Hoping to land a job here? We'll help you stick the landing.

From resume submission to onboarding, here's a look at everything you can expect from our recruiting process.

[Get to know us](#) [Create a profile](#) [Take the interview](#) [Receive the offer](#) [Onboarding](#)



Get to know us

Read through our About Ally page to get a better understanding of who we are and how we work. If you think we're a good fit, start searching for available positions.

Thank you.

