

Gregory G. Cunningham

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PROFILE

An agile C-Suite Executive and recognized thought leader best known for moving ideas through people, organizations, and communities to create and accelerate inclusive growth. A brand builder at heart, connects people to brands through shared values and relatable story telling. Consistently expands markets and increases stakeholder loyalty and satisfaction. Recognized for ability to influence, lead, and motivate employees, customers, and communities. Experienced in leading enterprise impact and cross-functional teams in core business, marketing, and talent management in Fortune 150 retail and financial services companies.

Currently, Greg is Senior EVP, Chief Diversity Officer at US Bancorp (NYSE: USB), a Fortune 150 Company and the nation's fifth largest bank. In this role he significantly increased diverse representation for women and people of color achieving diversity of 50% in Senior Leadership positions. In wake of local and national civil unrest, Greg seized the opportunity to leverage the Bank's core competencies to increase access for underserved populations. He advocated for and architected a program to increase access for employees to career growth and development, for individuals and families to access critical financial products, for small business to access capital, and to propel community vibrancy through philanthropy. Toward that end he launched "U.S. Bank Access Commitment" with over \$500M invested since 2021 with increasing commitments for future expansion.

Previously, as Senior Group Manager, Marketing, at Target, the nation's second largest retailer (NYSE: TGT), Greg built a multicultural marketing team from inception and grew diverse segments' sales volume to >27% of total company sales. He also led marketing for Target's first Store Opening in Manhattan that drove \$500K in profitable sales day one, and \$100M annual sales; the second biggest store opening in company history.

Earlier in his career Greg held leadership positions in iconic consumer companies where he led marketing efforts aimed at expanding markets, products, and customer acquisition and affinity.

Committed to lending his expertise to organizations focused on underserved populations, Greg currently serves on the board of Opportunities Industrialization Center (OIC) of America where he Chairs the Marketing Committee. He also serves on the National Board of the United Negro College Fund and is a member of the strategy committee and serves as an Advisory Board Member for the University of St. Thomas, Dougherty Family College, and as a Board Director and the Vice Chair for Juxtaposition Arts.

A collaborative leader, Greg puts people first and brings humor and fun to his interactions. While he is known to do very serious work, he does not take himself too seriously. He believes that "once you become a leader you recognize that it's no longer about you; it's about your team and the people." Whether in a corporate leadership role or in the board room, Greg is recognized as an influential bridge-builder who leverages his unique life experiences and storytelling skill to stimulate new thinking and create platforms that allow for mutually beneficial outcomes.

Greg holds an MBA degree in Marketing from Fordham University Graduate School of Business in New York, NY and a BA degree in Marketing from Clark-Atlanta University in Atlanta, GA.

AREAS OF IMPACT

- Strategic Communications
- Diversity, Equity, & Inclusion
- Reputation Management
- Development & Alignment of Talent
- Influences Culture to Drive Stakeholder Outcomes
- Brand Marketing

BOARD AND COMMUNITY SERVICE

OIC of America, Board Member, Chair of Marketing Committee (2022 – Present)

United Negro College Fund, National Board Director, Member of Strategy Committee (2020 - Present)

University of Saint Thomas, Dougherty Family College, Advisory Board (2019 – Present)

Juxtaposition Arts, Board Member, Vice Chair (2019 – Present)

PROFESSIONAL EXPERIENCE

U.S. BANCORP, Minneapolis, MN **2015-present**

Fifth largest commercial bank in the United States with over \$559B in assets

Chief Diversity Officer, Senior Executive Vice President (2016-present)

Enterprise and Global leadership for equity and inclusive growth. Direct all risk mitigation, policy, practices and employee activation efforts that leverage diversity, equity, and inclusion to create competitive advantage for 70,000 employees, targeted customers, and community efforts that drive growth. Support primary revenue streams in commercial, retail, payment services, and wealth management to recognize opportunity sizing, and support aligning talent accordingly. Member of U.S. Bank Managing Committee, report to CEO.

TARGET CORPORATION, Minneapolis, MN **1998-2015**

Second largest discount retailer in the United States, with over \$100B in sales and 1,800 stores

Director/Senior Group Marketing Manager (2012-2015)

Led team of 15 in sports and lifestyle marketing and all brand and cultural marketing efforts to drive awareness, consideration, and sales with key customer segments, supporting over 700+ stores. Built Multicultural Marketing team from inception; drove all aspects of talent development, marketing planning, media strategy, PR, community engagement, experiential marketing, and external relations. Grew diverse segments' sales volume to >27% of total company sales.

Group Marketing Manager, Brand Management (2005-2012)

Led marketing and communications efforts for all new store openings and financial services business.

Spearheaded marketing re-launch of Target's proprietary Credit Card. Drove incremental one million new credit card accounts and 2%+ topline sales Q4 2011. Led marketing effort for first Store Opening in Manhattan. Drove \$500K in profitable day-one sales and \$100M annual sales: second biggest store opening in company history.

Senior Marketing Manager, Target.com & Seasonal Campaigns (2003-2005)

Led marketing efforts to launch Target.com. Elevated Target.com to #3 on-line retail site with over six million unique visits per month.

Manager, Community Relations (2001-2003)

Led efforts to advance Target's brand through community outreach. Managed >\$50M grant budget directed at cause marketing, philanthropy, and community partnerships.

Manager, Apparel Sourcing (1998-2000)

Led quality control efforts for all domestic manufacturing. Realigned all domestic apparel manufacturing, resulting in \$2M cost savings.

UNITED NEGRO COLLEGE FUND, Minneapolis, MN **1994-1998**

The nation's oldest and most successful higher education support organization

Area Development Director

Responsible for raising over \$11M to support HBCU member schools and students.

Earlier employment - Dayton Hudson, Pillsbury, and Joseph E. Seagram's and Sons **1988-1994**

Successively more responsible roles with retail and consumer products companies including \$17M P&L leadership.

RECOGNITION

Minneapolis/St. Paul Business Journal - Person of the Year, 2020

Black Enterprise - Top Diversity Executives, 2018

Work showcased in national and regional media outlets including Fortune, Bloomberg, The Economist, American Banker, Harvard Business Review, Money 20/20, and Minneapolis Star Tribune.

SPEAKING & MEDIA

USA Today, Featured in article on Chief Diversity Officers, Feb. 2023

The Economist Conference - Driving Social Impact, San Jose, CA, 2022

Money 2020 - Las Vegas, NV, Corporate Partnerships with FinTech Panelist, 2022

Washington Post Live, Panelist, 2021

CNBC, Panelist, 2021

Real Good Podcast (4 seasons), Social Impact, Equity, DEI topics, Co-host, May 2019-Present