



NEWS RELEASE

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Northwest Bank Data Expert Shares Best Practices for Digital Transformation at Prestigious Industry Event

Editor's note: Executive headshot available [on request](#)

Columbus, Ohio (May 11, 2022) – [Northwest Bank](#) digital banking expert Todd Henley, manager of data strategy, governance and architecture, recently shared best practices for accelerating cloud adoption and digital transformation amid increasingly stringent data governance and compliance regulations at the CDO & Data Leaders' Global Summit 2022.



In the roundtable session “*Cloud Adoption: Accelerating Enterprise Innovation and Acceptance*,” Henley discussed the importance of aligning data analytics and cloud services with the specific business goals and objectives of the organization. Other key points from the session include:

- While qualifying data by hand is a tried-and-true accurate practice, it lacks the speed and agility to respond to fast-moving business challenges. When innovation is required to respond to a market change quickly, cloud solutions are necessary to provide insights on a faster scale.
- The speed of cloud delivery is a major driver of customer trust at Northwest Bank. By plugging the cloud into event analytics to derive customer insights on a grander scale, businesses can make the best suggestions to meet customer needs, allowing for better customer service and delivery.
- Trust in cloud platforms is dependent on putting in the effort to ensure the data is sound, putting the onus on businesses to ramp up their data strategy.
- The most important consideration when implementing a cloud solution is alignment between business goals and data architecture, followed by having the proper protection and security standards, as well as the right access controls.

“As our digital transformation journey continues alongside privacy concerns, data governance regulations and increasingly complex cybersecurity threats, Northwest Bank is committed to

prioritizing our customers' privacy and security above all else," said Henley. "By focusing on the fundamentals, such as integrating cloud solutions with our existing data architecture stack, we're able to put the needs of the customer first and deliver the best experience for them."

To learn more about Northwest Bank's security measures in the digital banking landscape, visit <https://www.northwest.bank/security-center/>.

About Northwest Bank

Founded in 1896 and headquartered in Warren, Pennsylvania, Northwest Bank is a full-service financial institution offering a complete line of business and personal banking products, employee benefits and wealth management services. As of December 31, 2021, Northwest operates 162 full-service community banking offices and eight free standing drive-through facilities in Pennsylvania, New York, Ohio and Indiana. Northwest Bancshares, Inc.'s common stock is listed on the NASDAQ Global Select Market ("NWBI"). Additional information regarding Northwest Bancshares, Inc. and Northwest Bank can be accessed on-line at www.northwest.com.

About Northwest Bancshares, Inc.

Headquartered in Columbus, Ohio, Northwest Bancshares, Inc. is the bank holding company of Northwest Bank. Founded in 1896 and headquartered in Warren, Pennsylvania, Northwest Bank is a full-service financial institution offering a complete line of business and personal banking products, employee benefits and wealth management services. As of December 31, 2021, Northwest operates 162 full-service community banking offices and eight free standing drive-through facilities in Pennsylvania, New York, Ohio and Indiana. Northwest Bancshares, Inc.'s common stock is listed on the NASDAQ Global Select Market ("NWBI"). Additional information regarding Northwest Bancshares, Inc. and Northwest Bank can be accessed on-line at www.northwest.com.

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