

New CEO for FNB Smart Product House

In a move to strengthen its mainstream banking segment, First National Bank has appointed Pieter Du Toit as chief executive officer (CEO) of FNB Smart Product House, effective 1 June 2010.



Pieter Du Toit

Under the banner of FNB Smart Solutions, Du Toit is responsible for the solutions that are aimed at making banking more accessible and affordable to the mainstream market. In his new role, Du Toit will lead the development, planning and management of FNB Smart Product House - the design and development hub of FNB Smart Solutions.

CEO of FNB Smart Solutions, Line Wiid is confident that Du Toit's experience will enhance the FNB offering to its mainstream customer base. "Our aim is to serve our customers' current and future banking needs by developing innovative solutions and services that add value to them by ensuring ease of use and affordability. In essence, our solutions are designed to be unique to the needs of the mainstream customers."

Prior to his current role, Du Toit was CEO of FNB Life, working closely with the FNB branch networks to offer risk products to customers.

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