



Rosilyn Houston

Chief Talent and Culture Executive

Professional Experience and Responsibilities

Rosilyn Houston serves as BBVA's U.S. head of Talent and Culture, reporting to U.S. President and CEO Javier Rodríguez Soler. She has overall responsibility for providing leadership in recruitment and staffing; compensation and benefits; employee engagement, commitment and retention; internal communications; payroll administration; and compliance with all employment-related legal and governmental regulations and requirements.

Houston began her banking career 29 years ago as a part-time teller while attending college. She has held various front-line and leadership positions for BBVA USA's retail bank and has experience managing in the complex and dynamic environments of North Texas, California, Alabama and Florida. She previously served as the North Texas regional executive for Consumer and Commercial Banking, where she was responsible for the Commercial, Wealth and Retail business lines. Before that, she served as the regional retail executive in the East Region, which covers Alabama and Florida. Under Houston's direction, the East Region, which she led from 2011 to 2014, was the top performing region for the bank in several categories.

Professional and Community Activities

Houston supports Girls Inc. of Dallas, an organization dedicated to helping girls reach their full potential, and After-School All-Stars of North Texas, which provides comprehensive after-school programs that keep children safe and help them succeed in school and in life. Her additional community volunteerism includes: executive board seats at Girls Inc. of Central Alabama, The American Heart Association, The Leukemia and Lymphoma Society and Camp Smile-A-Mile. She also volunteers with Junior Achievement and Children's Hospital of Alabama Committee for the Future. Houston is a Leadership Birmingham and Momentum Leaders alumna.

Education

Houston earned a bachelor of arts in organizational management at the University of Phoenix in Arizona and a master's in management at the University of Redlands in California.