SVB Financial Group

SVB Financial Group Plans for Future Growth, Hires Chief Marketing Officer

SANTA CLARA, Calif., April 14, 2011 /PRNewswire/ -- SVB Financial Group (Nasdaq: SIVB), the parent company of Silicon Valley Bank, hired Brian K. Dennehy as its Chief Marketing Officer as part of its ongoing growth strategy. In this new role for the company, Dennehy is responsible for the strategy and execution of SVB's global marketing initiatives, which are designed to reach fast-growing, innovative companies of all sizes worldwide.

Dedicated to the technology, life science, venture capital and premium wine industries, SVB Financial Group (SVB) is the premier provider of financial services to the innovation sector, banking roughly half of the high growth technology startups in the U.S. and more than half of the venture capital firms that invest in them. SVB currently works with clients through its 26 U.S. locations as well as offices in China, India, Israel and the United Kingdom.

"We are poised for continued and long-term growth, as we execute on our product and global expansion strategy," said Greg Becker, President of SVB Financial Group and Silicon Valley Bank. "Brian's experience leading client-focused marketing teams will be invaluable to SVB in helping us develop new services and solutions for companies as they grow into multi-national corporations. His understanding of our client base will help us use the expertise, information and knowledge we have gathered over 30 years to make our clients more successful."

SVB provides a comprehensive array of financial services its clients require to grow from start-ups to *Fortune* 1000 industry leaders. Additionally, SVB offers a variety of one-of-a-kind analytical products based on its three decades of experience with, and insight into, private technology companies. These services are unique to SVB and include valuations, corporate equity management, and performance benchmarking.

"SVB is a great company with a long tradition of helping innovation companies be successful and grow," said Dennehy. "I look forward to helping expand on the market position of such an established, well-earned and honored brand."

Dennehy is the first CMO in SVB's 28-year history, joining the company following nearly ten years of marketing and leadership roles at Intuit, Inc. where he was most recently Vice President of Advanced Analytics, Business Intelligence, and Data Optimization. In that position he created a company-wide strategy to use data to improve Intuit's products and customer experiences, as well as sales, marketing, and operations. Earlier in his tenure, he was Vice President of Small Business Marketing, overseeing such brands as QuickBooks and Quicken, as well as the broader ecosystem of Intuit's products and web-based services targeted at small business. He also served as Vice President of Marketing of TurboTax, as well as the Director of Intuit's marketing into retail, OEM and other indirect channels.

Prior to joining Intuit, Dennehy was a strategy consultant at the global consultancy of Bain & Company, and held several management positions with Coca-Cola Enterprises. Dennehy holds a doctorate in international relations from the University of Southern California, a master's degree in diplomatic history from Georgetown University, and a bachelor's degree in history and English from the University of Washington.

About SVB Financial Group

For nearly 30 years, SVB Financial Group and its subsidiaries, including Silicon Valley Bank, have been dedicated to helping entrepreneurs succeed. SVB Financial Group is a financial holding company that serves companies in the technology, life science, venture capital/private equity and premium wine industries. Offering diversified financial services through Silicon Valley Bank, SVB Analytics, SVB Capital and SVB Global, SVB Financial Group provides clients with commercial, investment, international and private banking services. SVB also offers funds management, broker-dealer services and asset management, as well as the added value of its knowledge and networks worldwide. Headquartered in Santa Clara, California, SVB Financial Group operates through 26 offices in the U.S. as well as through international offices in China, India, Israel and the United Kingdom. More information can be found at www.svb.com.

Banking services are provided by Silicon Valley Bank, the California bank subsidiary and commercial banking operation of SVB Financial Group, and a member of the FDIC and the Federal Reserve. SVB Financial Group is also a member of the Federal Reserve.

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