

## Biography



**Pierre P. Habis**  
**President,**  
**PurePoint® Financial**

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is a division of MUFG  
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Pierre P. Habis is founding President of PurePoint® Financial, a new division of MUFG Union Bank, N.A. within the Mitsubishi UFJ Financial Group (NYSE: MTU).

With more than 25 years of consumer banking experience, Habis had a vision to reimagine the way people save by creating a bank that seamlessly harnesses the power, efficiency and convenience of technology-based banking along with the peace of mind that comes from real, face-to-face interactions with knowledgeable financial specialists; and thus PurePoint Financial was conceived. Habis manages all aspects of PurePoint Financial operations including the online platform ([www.purepoint.com](http://www.purepoint.com)) as well as the management and overall direction of the Financial Centers which will be located in select markets throughout the country – including Texas, Florida, Illinois and New York.

Concurrently, Habis serves as Managing Director and Head of Consumer Banking at MUFG Union Bank, overseeing all aspects of Branch Banking, Private Banking, Products and Portfolio Management, Direct Banking, Operations and Enterprise Marketing.

An advocate for financial education, Habis is widely recognized as an innovative leader and passionate advocate for increasing financial literacy education among youth and adults. He is a former member of Operation HOPE's National Board of Directors, an organization that empowers underserved communities through unique public/private partnerships, to empower youth, teachers and parents with tools to take control of their financial futures. Habis remains active with Operation HOPE, serving as an advisor to Chairman and CEO John Hope Bryant on several programs, including the HOPE Global Initiatives, which works to improve the quality of life in developing countries through economic empowerment.

In 2011, Habis spearheaded the opening of the first Union Bank student-run bank branch on the campus of McLane High School in Fresno, California and in 2014, two subsequent branches in Los Angeles at Crenshaw High School and Lincoln High School. The branches provide students, who primarily live in low- to moderate-income communities, with real-world financial education and experience. In February 2011, Habis received the Outstanding Corporate Citizen Award from the West Angeles Community Development Corporation, which is presented to a corporation that has distinguished itself as a leader in innovation, charitable giving and diversity in the community.

Habis currently serves as the chairman of the board for the American Heart Association's Western States Affiliates serving Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah and Washington. He is also actively involved with the following organizations: Board of Councilors of the University of Southern California's Dana and David Dornsife College of Letters, Arts and Sciences; Board of Directors of the Los Angeles Philharmonic Association; Board of Trustees of the California Science Center Foundation; and Editorial Advisory Board of the Retail Banker International magazine.

Habis earned a B.A. in economics from the University of Southern California and an MBA in finance from Chapman University.