

Rebecca Wooters – Chief Growth Officer, Upbound

Rebecca Wooters was named Top Women Leaders of 2025 after being named Top 25 Chief Digital Officers in both 2024 and 2025. Rebecca Wooters is a transformative leader with over three decades of experience driving digital innovation, customer engagement, and business growth. Her career is defined by a consistent track record of delivering measurable results through strategic vision, operational excellence, and customer-centric innovation.

In her newly appointed role as Chief Growth Officer at Upbound, Rebecca brings a legacy of success that positions her to unlock new value for customers and accelerate performance across channels. Her leadership will focus on harnessing data and digital innovation to create connected experiences that foster loyalty and deliver long-term impact.

As Chief Digital Officer at Signet Jewelers, she led the digital transformation of multiple brands, resulting in a 4X increase in e-commerce ROI and \$1 billion in annual sales. Her initiatives also showed a 20-point rise in Net Promoter Score (NPS) and a 6X increase in feature conversion rates—clear evidence of her ability to elevate customer experience and business outcomes.

Earlier, at CITI's Global Consumer Business, Rebecca led the evolution of digital servicing and channels, culminating in the company's mobile app being named the #1 Financial Institution Mobile App by Business Insider. Her dynamic leadership style and strategic foresight have consistently built high-performing teams and delivered innovative solutions that redefine customer engagement.

Rebecca's impact extends beyond the boardroom. She was honored with the Top Women in Business Award for her professional achievements and community contributions, underscoring her commitment to excellence and purpose-driven leadership.