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Deluxe Hires John Rubinetti as New B2B Payments Leader

Former Fiserv executive brings deep expertise to drive growing business forward

MINNEAPOLIS--(BUSINESS WIRE)-- Deluxe, a modern Payments and Data Company, proudly announces the appointment of John Rubinetti as President of its B2B Payments business.

Rubinetti brings a wealth of experience and a proven track record of driving growth and innovation in Treasury and B2B payment solutions. With specialized expertise in leading large sales and relationship management organizations, Rubinetti has successfully crafted strategies and delivered results across a spectrum of customer segments touching B2B and merchant services, from fledgling startups to Fortune 100 enterprises.

"John's appointment signifies a significant next step in our ongoing mission to advance our B2B payments solutions," said Barry McCarthy, President and CEO of Deluxe. "His customer-centric approach and commitment to helping customers succeed has resulted in enhanced customer satisfaction and business success. His extensive expertise and dynamic leadership will drive further revenue growth, cultivate talent, and lead transformative initiatives in B2B payments."

Rubinetti joins Deluxe from Fiserv, where he served as Senior Vice President/General Manager, Head of SMB, Middle Market & Strategic Partnerships. During his tenure at Fiserv, he led initiatives in strategic business development, product strategy, and cross-functional team leadership, driving innovation and delivering value-driven solutions. He previously held executive positions of increasing responsibility at RBS/Citizens, American Express and Bank of America Merchant Services.

"I'm very pleased to join Deluxe, a company with a rich history of innovation and a strong commitment to transformation," said Rubinetti. "The opportunity to collaborate with such an exceptional team is truly exciting, and I look forward to contributing to this company's continued success."

Rubinetti's appointment underscores the commitment to delivering cutting-edge B2B payment solutions and solidifies its position as a leader in the payments and data industry.

About Deluxe Corporation

Deluxe, a modern Payments and Data Company, champions business so communities thrive. As the original payments company and with roots tracing back more than 100 years, we've evolved into a leader in digital payments and data solutions, facilitating seamless connections to propel businesses forward. Leveraging our powerful scale, we support millions of small businesses, thousands of vital financial institutions, and hundreds of the world's leading consumer brands, processing nearly \$3 trillion in payment volume annually. Explore how Deluxe can elevate your business at www.deluxe.com.

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