



# ALBERTO CASELLAS

**EXECUTIVE VICE PRESIDENT AND  
CHIEF EXECUTIVE OFFICER,  
HEALTH & WELLNESS**

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Alberto (Beto) Casellas is Executive Vice President and Chief Executive Officer of the Health & Wellness platform of Synchrony, one of the nation’s premier consumer financial services companies.

As the CEO of Synchrony’s Health & Wellness platform, Beto is responsible for driving growth through comprehensive healthcare payments and financing solutions with a network of health providers and health systems. Beto oversees the CareCredit health and wellness credit card that is designed to provide financing to those seeking health and wellness care for themselves, their families, and their pets.

He is focused on fueling Synchrony’s Health & Wellness platform growth through investments and the expansion of the business in its core markets as well as through an increased focus on wellness providers, health and wellness retailers, and strategic technology partners. This includes the recent acquisition of Ally Lending, a point-of-sale financing business for the home improvement and health and wellness sectors; the sale of Pets Best insurance to Independence Pet Holdings, Inc., a leading multi-brand, multi-channel pet insurance provider, which secured Synchrony an equity investment in IPH; and the acquisition Allegro Credit, a leading provider of point-of-sale consumer financing for audiology products and dental services.

Prior to this role, Beto served as Executive Vice President and Chief Customer Engagement Officer of Synchrony, focused on accelerating customer engagement and core analytics processes and initiatives across Synchrony platforms. Earlier, he served in numerous commercial, client facing, and leadership roles in other Synchrony platforms. He began his career at GE, where he had roles of increasing responsibility in sales, operations, and e-commerce.

Beto was born in Puerto Rico and is a champion for diversity and inclusion in the workplace. He is currently the executive sponsor for Synchrony’s Hispanic Network, one of eight Synchrony diversity networks that promote diversity and inclusion throughout the company. He is a co-founder of the Latinx Executive Alliance, a community of 1,500 executives dedicated to increasing Fortune 500 C-level Hispanic leadership representation. He also serves as Chair of the Board of Directors for Domus Kids, a nonprofit organization that helps thousands of disadvantaged children experience success.

In 2023, Beto was recognized as one of the “Top 10 CEOs Transforming Healthcare in America” by The CEO Forum Group and was selected to the Fast Company Executive Board.

Beto earned a bachelor’s degree in economics from Yale University.