

**Contact Information:**

Financial Supermarkets, Inc.

Tina Coleman

706-499-5181

[tcoleman@supermarketbank.com](mailto:tcoleman@supermarketbank.com)

**Release Date:**

February 13, 2025

FOR IMMEDIATE RELEASE

## **FSI Announces Leadership Transition: Matt Paul Appointed President as Roy Bell Prepares for Retirement**

**Cornelia, GA** – Financial Supermarkets, Inc. (FSI) is pleased to announce a leadership transition as Matt Paul steps into the role of President while longtime leader Roy Bell prepares for his retirement. Bell, who has served as President and CEO since 2007, will continue as CEO until October 2025, ensuring a seamless transition for the company, employees, and valued clients.

Matt Paul has currently been serving as EVP, Director of Sales, with FSI for the past five years. In his new role as President, he will oversee all sales, marketing, and training management, bringing a fresh perspective and dynamic leadership to FSI. While Bell will focus on project management and administrative responsibilities in the coming months, lending his expertise to ongoing initiatives.

“Matt brings a wealth of experience in marketing, training, and client relations that aligns perfectly with FSI’s mission,” said Bell. “His leadership will drive the company forward while maintaining the service and integrity that our clients have come to expect.”

Bell has been a pivotal figure at FSI since joining in 1996, building deep relationships within the industry and ensuring excellence in retail and financial institution partnerships. Before joining FSI, he held key positions at Eagle Snacks, Colonial Baking Co., and Campbell Taggart, Inc., gaining extensive sales and management expertise. A dedicated veteran, Bell also served honorably in the U.S. Marine Corps, U.S. Air Force, and U.S. Army.

Paul, a seasoned executive with a background in marketing, communications, and training, brings a results-driven approach to FSI. He previously served as Chief Marketing Officer at Pest Control Insulation, LLC, and has experience in strategic branding, customer engagement, and business development across multiple industries. His leadership at FSI will focus on enhancing sales strategies and strengthening client relationships.

“I am honored to step into this role and continue building on the strong foundation that Roy has established,” said Paul. “FSI has a legacy of excellence, and I look forward to driving growth and innovation while serving our partners with the highest level of commitment.”

This transition marks an exciting new chapter for FSI as the company remains dedicated to providing top-tier service and solutions in the financial retail space.

**About Financial Supermarkets, Inc.**

Financial Supermarkets, Inc. is the leading provider of attractive, functional, and professionally designed in-store, on-site, and storefront financial centers. Financial institutions of all sizes partner with FSI to efficiently expand their branch network while maximizing touch-points with their customers/members. With a commitment to excellence and customer satisfaction, FSI has been a cornerstone in the industry for over 40 years. For more information, please visit [www.supermarketbank.com](http://www.supermarketbank.com).

##