# A person smiling for the camera Description automatically generated with medium confidence

# Vivian Greentree, Ph.D.

SVP, Head of Global Corporate Citizenship and

President, Fiserv Cares Foundation

Vivian Greentree, Ph.D., is a Senior Vice President and Head of Global Corporate Citizenship and President of the Fiserv Cares Foundation at Fiserv, where she has created award winning employee-centric programming while driving culture development through diversity and inclusion, employee engagement, and community investment strategies. Vivian joined Fiserv through the Fiserv acquisition of First Data in 2019, where she served in the same capacity. Before launching First Data’s Office of Corporate Citizenship, she joined First Data as the Head of Military and Veteran Affairs in February 2014. In that role Vivian created First Data Salutes, a company-wide military engagement strategy to provide the military community with access to career opportunities and best-in-class education resources, while offering premier business solutions to veteran-owned businesses.

In recognition of Fiserv’s success under Vivian’s leadership, Fiserv has been designated a Civic 50 by Points of Light and has been included in the Bloomberg Gender Equality Index, Disability:IN’s Disability Equality Index, the Human Rights Campaign Human Equality Index, and has ranked in top 5 on Military Times’ Best for Vets: Employers for the last 5 years. Prior to joining First Data, Vivian co-founded Blue Star Families, the nation’s largest military family organization, where she created and oversaw BSF’s groundbreaking and now annual Military Family Lifestyle Survey, which examines a broad spectrum of issues affecting modern-day military families, including a military community civic health index.

Vivian is a Navy veteran and military spouse with leadership experience across public, non-profit, and private sectors. In 2019 she was accepted into the prestigious Presidential Leadership Scholar program, designated a City of Alexandria “40 Under 40,” and was recognized by the Washington Business Journal as a “Veteran Who Means Business.” In 2020, she was awarded Corporate Citizen of the Year by the Atlanta Business Chronicle and in 2021 she was designated a Power50 CSR and DEI leader by the National Diversity Council. Most recently, Vivian was inducted into the 2023 Leadership Atlanta class. Vivian is dedicated to creating positive spaces for citizens to thrive and firmly believes that human capital management and corporate citizens are the key for effective organizations and a flourishing, civically engaged society.

Vivian currently serves on the Board of Directors for Dog Tag Bakery, a veteran entrepreneurship incubator, is on the Board of Advisors for Girl Scouts of America’s Greater Atlanta Council, the Alumni Association Advisory Board for the School of Public and International Affairs at the University of Georgia, the Board of Directors for the Red Cross of Georgia, and recently joined the advisory board for Student Veterans of America. She is also a board member for the Metro Atlanta Chamber, a member of the Atlanta Rotary, and a mentor for the Georgia Education Mentorship program, a collaboration between Georgia College and the Georgia Chamber of Commerce. She is a proud military spouse, married to a recently retired Naval Aviator, and together they have two boys, ages 18 and 16.