

BANCOLOMBIA SA
Form 6-K
November 30, 2016

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of November, 2016

Commission File Number 001-32535

Bancolombia S.A.

(Translation of registrant's name into English)

Cra. 48 # 26-85
Medellín, Colombia
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F

Form 40-F

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Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):___

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(2):___

Indicate by check mark whether the registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):
82-_____.

BANCOLOMBIA S.A. ANNOUNCES THE DESIGNATION OF THE CORPORATE VICE PRESIDENT OF INNOVATION AND DIGITAL TRANSFORMATION

Medellin, Colombia, November 30, 2016

Bancolombia announces the designation of Gabriel Di Lelle as the new Corporate Vice President of Innovation and Digital Transformation.

Gabriel Di Lelle received an industrial engineering degree from *Universidad Catolica de Argentina* and a masters in business administration and finance from *Universidad CEMA (Argentina)*. He joins Grupo Bancolombia after several years as leader of IBM's specialized consulting unit on digital transformation for financial institutions — Spanish South America region.

Dr. Di Lelle will begin to act as a legal representative of Bancolombia S.A. after approval of the designation by the Superintendence of Finance. The approval procedure is expected to be complete the first quarter of 2017.

Contacts

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|-------------------------|----------------------|---------------------|
| Jaime A. Velásquez | Jose Humberto Acosta | Alejandro Mejía |
| Strategy and Finance VP | Financial VP | IR Manager |
| Tel.: (574) 4042199 | Tel: (571) 4885934 | Tel.: (574) 4041837 |

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

BANCOLOMBIA S.A.
(Registrant)

Date: November 30, 2016

By: /s/ JAIME ALBERTO VELÁSQUEZ B.
Name: Jaime Alberto Velásquez B.
Title: Vice President of Strategy and Finance