

January 8, 2020

Channel Partners to Launch Equipment Finance Group 2nd Quarter of 2020

Channel Partners Capital (CPC) announces the creation of Channel Partners Equipment Finance Group, strengthening our commitment to our equipment finance partners' success.

CPC, in its 11th year, will leverage its strong balance sheet, core competencies and proven experience to build an equipment finance solution requested by our partners. We will utilize our existing LOS/LMS systems to accommodate equipment finance transactions and have invested over a quarter of a million dollars in a credit risk model that includes over 130,000 records and 250 million data points. Leveraging this new model with our data analytics capabilities and technology platform will allow CPC to deliver a robust, end to end system that gives control of the financing process to the partner; a flexible credit window and processes delivering a fast, easy, and consistent customer experience.

Channel Partners Equipment Finance Group is scheduled to go live in the 2nd quarter of this year.

Cindy Fleck Joins Channel Partners Capital to Lead New Equipment Finance Group



Cindy Fleck has joined CPC as Senior Vice President of the newly established Equipment Finance Group. Cindy will lead this initiative within CPC.

Many of you will remember Cindy from her nearly 20-year career with Manifest Funding Services (Schwans/U.S. Bank 1990-2009). While at Manifest, she held leadership positions as Credit Manager, Regional Sales Manager, Director of Marketing and Director of Sales. Cindy helped us launch Channel Partners in 2009. In 2010 she joined GreatAmerica as a National Sales Manager and more recently served as VP of Sales for GreatAmerica's construction industry niche.

Cindy's success has been built on her commitment to servicing her customers. We're very happy she has chosen to rejoin CPC and look forward to her leadership in expanding our partner relationships through the development and introduction of the Channel Partners Equipment Finance Group.

To All of Our Valued Partners

CPC has been very intentional in developing competencies in equipment finance, risk modeling, data analytics, and technology that we can deploy in the small business lending marketplace. The Channel Partners Equipment Finance Group will leverage these competencies to create a unique funding source for our partners. We will continue to embrace the values CPC was built on, protecting and enhancing your relationship with your customers.

At Channel Partners Capital, *Your customer is always Your customer.*



Our Experience:

Equipment Finance



Brad Peterson
Founder, CEO

38 Years

- CAN Capital
- U.S. Bank
- Schwan's
- ELFA
- NEFA
- AACFB



Adrian Hebig
COO

30 Years

- Wells Fargo
- Optum Bank
- U.S. Bank
- Schwan's



Brian Tri
SVP, Credit &
Underwriting

21 Years

- U.S. Bank
- Schwan's



Adam Peterson
VP, Sales,
Co-Founder

11 Years

- NEFA Board



Adam Ohme
VP, Underwriting

16 Years

- Wells Fargo



Sandy Olds
VP, Marketing

38 Years

- U.S. Bank



Troy Kepler
Corporate
Counsel

15 Years

- U.S. Bank

Risk



Eli Sethre
CFO

15 Years

- aFundia
- CAN Capital



Ed Krueger
VP, Risk Analytics
& Decision Science

10 Years

- Bluestem Brands
- Capital Services

Technology



Mark Blais
CIO

30 Years

- Digi-Key
- Target
- Veritas/Symantec
- Questar
- Lasersonics



Drew Martin
CTO

20 Years

- Algomi
- Pay Pal
- HSBC

