

monitor WOMEN

PROFILE



SANDRA A. OLDS

Vice President, Director of Marketing
Channel Partners Capital

Member, American Association of Commercial Finance Brokers
Member, Equipment Leasing and Finance Association
Member, National Equipment Finance Association

As marketing director, Sandra Olds' responsibilities include ensuring Channel's brand is recognizable, credible and a leader in the finance industry. The role also includes management of both external and internal communication and supporting the company's equipment finance partners in their efforts to position working capital to their clients.

Her current position with Channel Partners began earlier this year after retiring from a long career in banking. Prior to joining Channel, Olds worked with U.S. Bank for 38 years, the last half of which was with the Equipment Finance division. Olds had been recruited to start and lead a sales team responsible for growing a small ticket lease portfolio sourced through branch bankers, giving her leadership experience in product development, financial planning, marketing and team development. The equipment finance sales team subsequently found an audience of business bankers that believed in its product, growing the portfolio to over \$400MM.

VISION FOR THE FUTURE:

"I'D LIKE TO SEE WOMEN CONTINUE TO FIND SUCCESS IN FINANCE AND LEASING CAREERS IN THE FUTURE. THE GENDER SHIFT IS IN MOTION AND I AM GRATEFUL TO HAVE BEEN A PART OF THAT MOVEMENT."

Olds found her new role with Channel Partners had more similarities than differences based on her previous equipment finance experience. Both client-facing audiences sell a bread and butter lending product that serves as their measurement of job success, and rely on business partners to refer business, which can in turn build great relationships.

Though Olds anticipates a shorter career at Channel, she feels her impact and contributions within a smaller company can be large and fulfilling, such as her recent role as the lead architect of Channel's

Voyager program launch, which assists equipment finance companies with designing a one-stop shop business program.

"Sandy has strong experience and the ability to relate on many levels to customers given her background in banking, leasing and as a small business owner. She is very passionate about teams, customers and the ability to drive real solutions through relationships, technology and market insight," says Adrian Hebig, Channel Partners chief operations officer. "She is a champion of diversity and women in leasing, helping our industry to continue to evolve and grow. We are extremely happy Sandy is a part of our company, our team and contributor to Channel's growth and development."



CHANNEL PARTNERS CAPITAL

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