

CHANNEL
YOUR PARTNER IN FUNDING

FOR IMMEDIATE RELEASE

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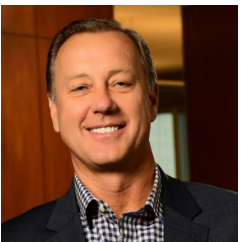
Channel Expands Team with Three New Hires

Minnetonka, MN – November 8, 2021. Channel CEO, Brad Peterson, announced the company continues to expand their staff in various roles and office locations, welcoming three new hires including the following individuals:

- Carl Frasse, Vice President of Business Development, East Region
- Lee Ritter, Director of Sales, West Region
- Abby Dallmann, Underwriting Analyst, Equipment Finance

“Channel continues to experience accelerated growth that allows us the privilege to welcome several talented new team members,” said Peterson. “We are excited to onboard additional sales leadership that will drive even deeper understanding and connection with our partners across the country. Additionally, we have expanded our presence and continue to add staff in our Marshall, MN, office enabling optimized service and proximity for key partners.”

“We have an outstanding sales team here at Channel who are all committed to a non-disruptive approach that leverages our single source solutions and advanced data and tech services to help our partners control their credibility, processes and customer relationships,” said Adam Peterson, SVP of Sales. “These strategic new hires will further our ability to answer our partners’ greatest needs and win together.”



Carl Frasse, *VP of Business Development for the East Region*, joined Channel in September 2021. Based in Florida, Frasse holds responsibility for driving business growth and developing new partner relationships for Channel’s product solutions across Equipment Finance and Working Capital. Frasse has 23 years of industry experience, spending the last 10 years as a National Accounts Manager for GreatAmerica Financial Services Corporation where he developed and managed a portfolio of construction accounts and equipment dealers including the largest, top performing accounts for the division.



Lee Ritter, *Director of Sales for the West Region*, joined Channel in November 2021. Ritter will lead a team and hold responsibility for establishing and executing sales strategy, growing partner relationships, and expanding Channel product penetration across the equipment finance industry. Ritter has worked in the financial service industry for over 16 years, primarily in the equipment finance vertical and most recently as a regional finance manager for Stryker Flex Financial with prior experience at Lease Corporation of America where he last served as VP of Sales.



Abby Dallmann joined Channel in September of 2021 as an Equipment Finance Credit Analyst. Dallmann is based in the Marshall, MN office and responsible for credit review for potential customers. Prior to Channel, Dallmann spent 14 years at US Bank where she worked in both the documentation department and credit division.

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Established in 2009, Channel is the only full-service independent lender offering a single source solution for equipment finance and working capital exclusively through equipment finance companies for their SMB customers. Channel is headquartered in Minnetonka, MN, with offices in Atlanta, GA, Des Moines, IA, and Marshall, MN.