



CHANNEL
YOUR PARTNER IN FUNDING

FOR IMMEDIATE RELEASE

March 31, 2022

Contact Information:

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Kristi Schon, Vice President of Marketing

952.224.2290

Kristi.Schon@channelpartnersllc.com

Channel Adds New Member to Sales Leadership

Minnetonka, MN – March 31, 2022. Adam Peterson, Senior Vice President of Sales at Channel, announced the company has hired Elena Zucchi as Vice President of Sales, responsible for establishing, developing, and growing partner relationships and sales team leadership for Channel across the Central U.S. region.

“Strong relationships have always been a critical component to our success, built through a concentrated effort to understand and connect with the core business needs, goals, and values of our partners,” said Peterson. “We continue to focus on hiring industry and functional experts that are assigned to our regional teams to provide dedicated support for our partners and help them grow. Elena is a strategic addition to our Central team with an established reputation for fostering valued and lasting relationships and thoughtful support for her partners, something well aligned to our win together difference here at Channel.”

Zucchi brings 26 years of equipment finance industry experience to her role at Channel. She started her leasing career in 1996 with JDR Capital where, in her first six months, she earned recognition as the first employee to fund \$1M+ in equipment leasing deals within a single month and becoming the first member of the company’s newly formed Million Dollar Club. She quickly achieved \$2M funded in a single month during her first year of employment, establishing her position as the company’s highest volume producer, a title she retained throughout her time at JDR.

In 2014, Zucchi returned to the funding vertical as a senior business development manager for Marlin Leasing Corporation and quickly resumed her position as a top producer and highest volume representative for the company. She was a recipient of the Winners Circle Award, Admirals Club, and two-time Presidents Club awards while at Marlin. Zucchi joined Centra Funding, LLC, in 2020 as Vice President of Broker Relations for the East Coast.

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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.