



Versatile Credit Names Kevin Lawrence Vice President, Sales & Marketing

Mechanicsburg, Pa. – July 23, 2015 – Versatile Credit, the leading provider of in-store, self-service credit application solutions, has named veteran corporate executive Kevin Lawrence as its vice president, sales and marketing. In his new job, Lawrence will be responsible for helping the recently privatized company offer new customer services and expand into new markets.

Lawrence joins Versatile Credit with more than 25 years of experience providing customer and employee engagement solutions to large enterprise, government and international markets. Previously, he held executive positions with John Ryan International, a provider of digital signage for retail banks; Broadcast International, a managed media services company offering high-resolution content to large corporate customers; and Hughes Network Systems, a global leader in satellite broadband solutions and services.

Vicki Turjan, president of Versatile Credit, said Lawrence's background is an ideal fit for his new job.

"These are exciting times at Versatile Credit as we move forward with new initiatives and Kevin has the proven marketing management and technology experience to help us reach our goals," she said.

Lawrence said the chance to be part of those new initiatives — citing investments to enhance services and reach out to new high-ticket retail markets — as reasons he was attracted to the job.

"Now as a private company, Versatile Credit will be able to focus solely on providing its customers with even more industry-leading service and credit options," he said.

Lawrence received his bachelor's degree in business administration from Strayer University, Maryland.

Versatile's self-service credit ecosystem, used in thousands of North American retail locations, provides consumers with a private, secure and quick credit application process. It helps connect credit-seeking consumers to more than 20 potential lenders.

About Versatile Credit:

Versatile Credit is an ecosystem of leading lending partners, proprietary software and services, beautifully designed hardware, and engaging visual content. This results in an exceptional experience for customers that drives more credit applications, more approvals and more sales

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