



Elevate Appoints Former GE Executive Director Al Comeaux As New Chief Communications Officer

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By Samantha Hurst – August 5, 2016

With an IPO on the horizon, subprime lender Elevate will have an additional \$545 million credit faculty to support its growing customers.

Elevate, a provider of innovative online credit solutions for non-prime consumers, announced on Thursday it appointed former GE executive director, Al Comeaux, as its new chief communication officer. Comeaux has nearly 30 years of digital and online communication experience and has led communication efforts at Sabre, Travelocity, and American Airlines.

Speaking about Comeaux's appointment, Elevate CEO Ken Rees stated:

"We are thrilled to welcome Al to the Elevate team. Al's impressive pedigree working with both Fortune 500 firms and startup and disruptive brands, plus his deep rooted expertise in strategic and reputational management and financial communications make him a true asset to the firm. I am confident his insights and guidance will be invaluable as we continue to innovate and grow. In addition, following Elevate's recent certification as a Great Place to Work, it was important to us to hire someone who brought extensive internal and external communications experience to the role, as well as an aptitude for leading people. Al's vision and enthusiasm for thinking outside the box and winning together will allow him to serve as an ideal leader for Elevate."

Comeaux will focus on investor relations, corporate communications, and internal communications in his new position. He added:

"Elevate has a great story to tell, given its focus on helping non-prime consumers build a brighter financial future. I am looking forward to joining a team that feels so passionate about innovation by serving an underserved market and using my experience to bolster the growth and culture of this company. This is a truly unique organization."

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