



## **Elevate Appoints Jason Harvison as Chief Operating Officer**

### ***Greg Hall Appointed Executive Vice President of Marketing***

FORT WORTH, Texas – January 29, 2015 – [Elevate](#), a leading developer of innovative online credit solutions, today announced the appointment of Jason Harvison to Chief Operating Officer. Mr. Harvison formerly served as Elevate’s Chief Product Officer, responsible for all product development and management.

As Chief Product Officer, Mr. Harvison played an integral role in the development and launch of Elevate's leading installment loan product RISE. He also helped bring the pilot of the line of credit product Elastic to market and is responsible for assisting in the creation of the successful growth strategy for the international product Sunny, which after a year in market was already the third most recognized brand in the UK. In his new role, Mr. Harvison will oversee operations and marketing, as well as retain his product management duties.

Prior to Elevate, Mr. Harvison held the position of Executive Vice President of Product at Think Finance. Before that, he was an Assistant Vice President with Guaranty Bank. Mr. Harvison currently sits on the boards of Elevate Credit and the Hope Center for Autism and previously for the Town Center Bank.

“This is an exciting time for Elevate as we have a great deal of runway for growth and a strong commitment to being the most innovative and responsible player in the market,” said Harvison. “I look forward to working with the executive team to guide the company’s continued growth of our current offerings and in the development of new online financial products that meet the unique needs of underserved borrowers.”

Elevate also announced the appointment of Greg Hall as Executive Vice President of Marketing, responsible for brand management, customer insights and advertising. Mr. Hall previously held the position of Senior Vice President of Marketing at Elevate. Prior to joining the company, he served as founder and CEO of Slix, a men’s apparel company. He also previously held roles at Capital One Auto Finance, HSBC Auto Finance and the Boston Consulting Group.

“Jason and Greg have been instrumental in the establishment of Elevate’s brand and product line, and are true leaders in the industry,” said Ken Rees, Chief Executive Officer of Elevate. “I am confident they will continue to bring a high level of insight and creativity to drive the business forward and solidify Elevate’s reputation as the pioneer of innovative credit.”

#### **About Elevate**

[Elevate’s](#) innovative online credit solutions provide immediate relief to customers today and help them build a brighter financial future. The company is committed to rewarding borrowers’ good financial behavior with features like lower interest rates, free financial training, and free credit monitoring.

Elevate's suite of groundbreaking credit products includes *RISE*, Sunny, and Elastic. The company is privately held and is backed by respected Silicon Valley venture capital firms including Sequoia Capital and Technology Crossover Ventures.

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