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LTI Technology Solution's Tara Aasand Promoted to VP of Sales and Relationship Management

February 19, 2021 – LTI Technology Solutions (LTI), a leading provider in equipment finance software solutions, is excited to announce that Tara Aasand has been promoted to Vice President of Sales and Relationship Management. In her new role, Aasand will be responsible for leading LTI's new business growth initiatives and leading the Relationship Management team.

Tara joined LTI in 2014 and has been in the equipment finance industry for 20 years, beginning in 2001 at Premier Lease & Loan Services (now Great American Insurance). She has served in a variety of roles as she advanced in her career at Premier, including Marketing, Account Management, and ultimately, Sales. Tara has also been involved with the National Equipment Finance Association (NEFA). She began her work with NEFA on the Marketing and Communications committee and held ever-increasing roles, including chair for the regional committee, NEFA Board of Directors, and Executive Committee. In 2014, Tara was elected as the first female president of NEFA, where she served as President for one year and past president the following year. Today, Tara currently serves on the Equipment Leasing and Finance Association (ELFA) Service Provider Committee and LeasePAC Business Council. Through Tara's 20 years in the industry, she has established herself as a well-known and respected figure and was highlighted in the 2020 Monitor magazine as one of the most influential and powerful women in Equipment Finance.

"We are excited for Tara to take the helm for the Sales and Relationship Management group. There is no doubt that she will do an amazing job in this position and truly drive success for the organization," commented Bryan Hunt, Senior Vice President and Chief Revenue Officer of LTI. "Tara has been instrumental in the company's growth over the past seven years. Through her strategic focus, account management and sales expertise, coupled with her commitment to the success of the customer and company, she will be an exceptional leader. I look forward to reaching new levels of success and growth with her increased involvement in sales and relationship management."

"I joined the LTI team in 2014 because of the company culture and commitment to our customers and the industry," said Aasand, Vice President of Sales and Relationship Management of LTI. "My expectations have certainly been exceeded, as those core values still hold very true to this day. I am very excited to take the opportunity to expand my role within the organization as well as continue to improve the overall experience for our current customers as well as future customers to come."

About LTI Technology Solutions

LTI Technology Solutions delivers cutting-edge software and services to equipment finance companies throughout North America and the UK from our Omaha, NE, headquarters. Backed by three decades of experience and expertise, we harness the collective intellect of our diverse

team to solve critical business problems for customers every day. Our highly configurable platform, ASPIRE, empowers users to effectively scale their business by streamlining the lease and loan transaction lifecycle. The ASPIRE cloud solution is the industry's leading cloud-based platform and key delivery tool in our client success.

For more information, call (800) 531-5086 or visit www.ltisolutions.com.