

**FOR IMMEDIATE RELEASE**

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**LTI Technology Solutions Appoints Jen Martin as Chief Product Officer**

**January 9, 2024** – LTI Technology Solutions (LTI), a charter member in the industry, providing a lease and loan cloud platform to equipment finance companies, is excited to announce that Jen Martin has been appointed to Chief Product Officer. Jen will lead our Product Teams as well as our Client Success Team. In her role as CPO, Jen will be responsible for managing our investment in new product and technologies so that LTI continues to provide value added solutions to critical customer and market problems.

Jen Martin has been in the equipment finance industry and was at Key Equipment Finance (KEF) for 28 years. She has held many roles over that time including Operations Manager for various support/client service areas and Originations teams, Technology Project Manager, Technology product owner and Quality assurance manager. In 2019, she led the team that implemented ASPIRE and was a lead on the team that upgraded KEF's end to end technology stack. Most recently, Jen Martin was part of the Key Equipment Finance senior leadership team, responsible for the successful execution of KEF's technology roadmap, aligning technology tools with the needs of Key Equipment Finance's clients and employees. Additionally, Jen led a sales enablement team that enables KEF's growth success through data driven strategic modeling, problem solving, helping market Key's capabilities and exceeding client expectations through the implementation of innovative technology tools.

Jen Martin is also a founding member of the ELFA Women's council, immediate past chair for the ELFA Operations and Technology Committee/Conference, a member of the Monitor's Editorial Board and is part of the ELFA's Innovation Advisory council.

"We are very excited to have Jen join our team at LTI. Jen has proven to be an exceptional leader with a keen understanding of the equipment finance space, a passion for mentoring and a proven track record of driving positive outcomes in her various roles over time. Jen's proven leadership coupled with the talented team we have in place at LTI will undoubtedly result in LTI advancing our ability to effectively partner with our customers by developing innovative solutions to our customers most important problems.", said Jeff Van Slyke, President and Chief Executive Officer of LTI.

"I am thrilled to join the LTI family as Chief Product Officer and contribute my passion for innovation as well as my dedication to delivering exceptional products and service. said Jen Martin, Chief Product Officer of LTI. "As a former LTI client, I've enjoyed years of great partnership, from a highly successful implementation project to supporting and growing within the product. The combination of LTI's very talented team and the capabilities that ASPIRE offers to our industry have me excited to help with their strategic growth plans moving forward."

**About LTi Technology Solutions**

LTi Technology Solutions delivers a full lifecycle leasing and loan finance platform to equipment finance companies, captives, small ticket, middle market, and independent banks throughout the U.S., UK, and Canada from our Omaha, NE, headquarters. Backed by comprehensive and flexible interfaces, our powerful technology solutions allow for improved efficiencies and decisioning. Our highly configurable platform, ASPIRE, empowers our clients to scale their business by streamlining the transaction lifecycle.

For more information, call (800) 531-5086 or visit [www.ltisolutions.com](http://www.ltisolutions.com).