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For more information, contact:
Kirsten Dargy
LTi Technology Solutions
(402) 493-3445
kdargy@LTiSolutions.com

LTi Technology Solutions Names Jen Martin Chief Strategy Officer
Newly created role unifies go-to-market strategy, market intelligence, and brand as LTi enters its next phase of growth

OMAHA, NE, August 10, 2026 – LTi Technology Solutions (LTi), a global provider of lease and loan finance software for the equipment finance industry, today announced that Jen Martin has been named Chief Strategy Officer (CSO), effective immediately.

As LTi enters a new phase of growth following its acquisition by Diversis Capital, the company created the Chief Strategy Officer role to bring its go-to-market strategy, market intelligence, and brand under a single leader with deep understanding of the equipment finance space. The move reflects how LTi's needs have evolved: with product and engineering now unified under a dedicated technology organization, the CSO role connects market reality to how LTi positions itself across the business — enabling the company not only to compete, but to thrive.

Martin is well positioned to lead it. She has been a member of LTi's executive team through the company's recent growth, most recently serving as Chief Product Officer, and brings a rare combination of internal knowledge and industry credibility to the role. In her new capacity, she will lead LTi's Strategy & Solutions organization — spanning Strategic & Corporate Development, Sales Enablement, Partner Management, and Marketing.

"Jen understands our customers, our competitive landscape, and where the market is headed — and she's earned that understanding on both sides of this industry," said Jeff Van Slyke, President and CEO of LTi Technology Solutions. "As our business evolves, having a leader who can translate market reality into strategy across every part of the company is exactly what we need."

Martin brings 28 years of equipment finance experience to the role, including a long tenure on the customer side of the industry with time at Key Equipment Finance. She is an active participant in industry associations, including the ELF Foundation, and is widely respected across the equipment finance community.

"I'm excited to step into this role at such a pivotal moment for LTi," said Martin. "As LTi enters a new phase of growth, this new function exists to make sure we're translating a clear-eyed view of the market into strategy across the company. I've spent my career in this industry, and I'm energized to bring that perspective to bear alongside such a talented team."

About LTi Technology Solutions
LTi Technology Solutions is a global provider of lease and loan finance software for the equipment finance industry. Founded in 1989 and headquartered in Omaha, Nebraska, LTi's ASPIRE™ platform is a comprehensive, highly configurable lifecycle management system used by banks, captives, and independents across North America and the United Kingdom. With more than **$180 billion** in assets under management on its platform and a client base that includes 40% of the MONITOR 100, LTi is one of the most trusted and widely adopted technology platforms in equipment finance.

For more information, visit LTi Technology Solutions.

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