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TransCard Rounds Out Leadership Team



TransCard Headquarters
Chattanooga, TN

CHATTANOOGA, Tenn.--(BUSINESS WIRE)-- TransCard, the nation's primary driver of change in the prepaid access market, is excited to announce the addition of Richard Anderson as Chief Financial Officer, rounding out TransCard's executive leadership team.

As CFO, Anderson is responsible for helping to shape the strategic direction of the company. He is also responsible for all financial analysis, forecasting, reporting, investor' communications, and risk management.

"I'm extremely pleased to be a part of such an innovative technology company." - Rich Anderson, TransCard CFO

Prior to joining TransCard, Anderson was president and CEO of Shoreline Business Solutions, Inc., a leading provider of payment card personalization and fulfillment services to community banks and credit unions. Anderson has more than 25 years' experience working with middle-market, entrepreneurial companies as an accounting, financial, and operational advisor.

"I'm extremely pleased to be a part of such an innovative technology company," says Anderson. "TransCard is positioned for success, and I'm definitely looking forward to seeing what the future holds." TransCard continues to identify talent that profiles excellence and has quickly become one of the fastest growing technology companies in Tennessee.

"We have dedicated a lot of time in the past six months to searching for the best talent in the industry. And in doing so, we have positioned ourselves as the leader in the prepaid access community," says Craig Fuller, CEO of TransCard. "Our leaders have all brought a deep level of financial information technology experience, many who have owned and operated their own businesses."

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- Craig Fuller, TransCard CEO

Anderson joins the executive leadership team with the following:

Craig Fuller, Chief Executive Officer, has been instrumental in developing the organization into one of the few privately held prepaid processors in the world. Under his leadership, TransCard has carved a unique niche as both a preferred MasterCard® stored-value processor and an innovative developer of prepaid solutions for financial institutions.

Greg Bloh, Chief Operating Officer, joined TransCard in 2011. Bloh is aligning TransCard to become even more client focused, providing relationship management through the entire customer lifecycle. Prior to joining TransCard, Bloh was co-founder,

president and CEO of Secure Cash Network; was a founding partner of TechQuest Capital Partners; and was a CRM expert with Accenture consulting for Shell Oil, Exxon Mobil, and Halliburton.

Mark Levitt, Chief Marketing Office and Creative Director, joined the TransCard team in 2011. Levitt brings a wealth of advertising and direct-response marketing experience to TransCard. Levitt has worked as a creative director for both international ad agencies and Fortune 500 companies, including American Express and Merrill Lynch. Levitt has also held the title of senior executive vice president and director of advertising for MBNA.

Kevin Martin, Chief Legal Officer and Executive Vice President of Compliance, who joined the team in 2011, guides TransCard through fundamental shifts in the law, quickly enabling TransCard to modify existing products and to create new products in today's evolving legal and regulatory environment. Martin brings 10 years of leadership experience in consumer finance law and compliance to TransCard. He has served as General Counsel for a large company operating multiple consumer finance lines in over a dozen states.

Ben Murphy, Chief Product Officer, joined TransCard in 2012 and focuses on delivering value and improving the customer experience. Murphy leverages TransCard's Insights group, leveraging confidential profiles of prepaid prospects to assist bank partners in executing prepaid program opportunities in their markets. Before joining TransCard, Murphy spent over 20 years at Integrated Decision Support Company as founder and chief operating officer.

Justin Norblade joined TransCard as Senior Vice President of Customer Development in 2008. Norblade is responsible for educating financial institutions' personnel, as well as assisting in implementation of successful programs. Norblade brings over 15 years of financial service experience and has served as director of business development of the First National Bank of Omaha's prepaid division.

David Samples joined the TransCard team as Chief Technology Officer in 2007. Since his arrival, Samples has used cloud computing and high availability system design to create new platforms for TransCard's clients to bring products to market. Prior to joining TransCard, David was the owner of Fusion Management and also held numerous leadership positions at U.S. Xpress.

Contacts

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