



**FOR IMMEDIATE RELEASE**

## **Genesis Financial Solutions Appoints Evan Bryman as Chief Operating Officer**

Beaverton, Oregon, February 13, 2018 — Genesis Financial Solutions, the nation’s leading provider of non-prime consumer financing solutions, announced the promotion of Evan Bryman to Chief Operating Officer. Specializing in omni-channel second-look financing programs and direct-to-consumer credit cards, Genesis serves the credit needs of millions of non-prime consumers.

As Chief Operating Officer, Evan will assume the responsibility for the Technology and Servicing Operations, in addition to his current responsibilities overseeing the General Purpose Credit Card business.

“I am pleased to announce that Evan Bryman has been promoted to Chief Operating Officer. Evan started with the company in 2009 and has successfully lead the ideation and importantly the execution of our General Purpose Credit Card business,” said Bruce Weinstein, President and CEO, Genesis Financial Solutions. “He has been relentlessly focused on strategy, execution, and accountability which are the ideal attributes for his new role and exactly what a successful operator at Genesis must do.”

Evan most recently served as Senior Vice President and General Manager of our Direct-to-Consumer division, leading our Milestone and Indigo general purpose credit card brands. He has more than 19 years of experience in the consumer credit industry, including holding multiple positions at Capital One. Evan earned a B.S. in Physics from McGill University and an MBA from Duke University’s Fuqua School of Business.

### **About Genesis Financial Solutions**

Genesis Financial Solutions, Inc. is a leading provider of non-prime consumer financing solutions with over 1.5 million customers, 150,000 new cardholders monthly, and 1,000 team members. Genesis provides top quality financing solutions and respectful service for non-prime consumers through our merchant and direct-to-consumer credit card programs. Our programs offer consumers, who are typically turned down by a prime lender, with access to financing and credit cards with simple terms, competitive rates, and excellent customer service. For more information visit Genesis’ website at [www.genesis-fs.com](http://www.genesis-fs.com).

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