



**FOR IMMEDIATE RELEASE**

## **Genesis Financial Solutions Appoints Rouzbeh Rotabi as Senior Vice President of Sales, Business Development, and Marketing**

Beaverton, Oregon, June 26, 2017 — Genesis Financial Solutions announced the appointment of Rouzbeh Rotabi as Senior Vice President of Sales, Business Development and Marketing. Genesis Financial Solutions serves near prime consumers with the nation's leading and largest second-look and supplemental point of sale financing programs, in addition to the Milestone Gold MasterCard ([www.milestonegoldcard.com](http://www.milestonegoldcard.com)).

As SVP of Sales, BD and Marketing, Rouzbeh will focus on driving company growth within the private label credit card business unit while also implementing marketing strategies to drive brand development and consumer life cycle engagement.

"We are excited to welcome Rouzbeh to our senior management team at Genesis," said Bryan Waters, President, Genesis Financial Solutions. "Rouzbeh's extensive professional expertise and proven ability to drive top line growth, align perfectly with our long term strategic objectives for our fast growing Private Label business."

Rouzbeh comes to Genesis Financial Solutions with nearly 20 years of experience holding senior management roles with world class financial services, payments and human capital management organizations. Most recently, he served as Head of Consumer Business Development for Green Dot Corporation. In this role, Rouzbeh drove revenue growth by developing new distribution channels and secured partnerships across multiple verticals spanning mobile device, alternative financial service, retail and the OnDemand workforce. Prior to Green Dot, Rouzbeh held a variety of leadership roles at Blackhawk Network. As one of their early employee, Rouzbeh drove revenue by securing strategic partnerships with retailers, music providers, gaming companies and financial institutions while assisting the company to achieve a successful IPO in 2013. Earlier in his career, Rouzbeh held various senior management roles at WildCard Systems (Acquired by FIS) and ADP.

### **About Genesis Financial Solutions**

Genesis Financial Solutions, Inc. is the leader in providing access to second-look financing for credit challenged customers. Genesis offers customers a variety of credit financing solutions with simple terms, competitive rates, and excellent customer service; designed to provide non-prime credit customers with the same financing opportunities as prime credit programs. For more information visit Genesis' website at [www.genesis-fs.com](http://www.genesis-fs.com).

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