



## **Kasasa Executives Join Elite Young Entrepreneur and Forbes Councils**

*Kasasa's CEO Gabriel Krajicek, CMO Keith Brannan, CTO Pradeep Ittycheria, CISO Hung Lee to share perspectives and actionable insights with industry leaders*

**AUSTIN, Texas, Oct. 7, 2019** – [Kasasa®](#), an award-winning financial technology and marketing provider, announced that four members of its executive team have been accepted into reputable, industry councils, including the Young Entrepreneur Council and two of the Forbes Councils.

Kasasa CEO Gabriel Krajicek was invited to the [Young Entrepreneur Council](#) (YEC), an elite community for driven entrepreneurs. Krajicek is ranked one of Glassdoor's Top 50 CEOs for his exceptional leadership, having built a strong company culture that drives all employees to embody Kasasa's core values. As a member of the YEC, Krajicek will share his insights and perspectives on entrepreneurship.

"I am thrilled and honored to join a community of the world's most passionate, driven leaders," said Krajicek. "There have been many lessons learned – both affirming and challenging – and I look forward to sharing my experiences with others to spark inspiration and offer guidance."

Kasasa Chief Marketing Officer Keith Brannan was recently accepted into the [Forbes Communications Council](#), where he will share his industry insights among senior-level communications and public relations executives. Brannan has extensive experience creating a differentiated brand strategy and profitable expansion programs. He currently directs growth initiatives for Kasasa and its large client base. He has led numerous initiatives that design and scale marketing products for community financial institutions to have access to best-in-class marketing.

"As a communications professional, it is imperative to stay current on effective strategies for reaching target audiences. This is an integral part of any successful organization. Being a part of this council will not only allow me to share my successes and failures with others, but I'll also gain perspectives outside my immediate network," said Brannan.

Additionally, *Forbes* invited Pradeep Ittycheria, Chief Technology Officer of Kasasa, into its [Forbes Technology Council](#). Ittycheria is an experienced technology executive and entrepreneur with 20 years of experience managing software product engineering teams across a range of industries. As part of this council, Ittycheria will share his perspective on the changing technology landscape, as well as offer actionable insights among the *Forbes* community.

"The Forbes Technology Council is a quality-over-quantity organization that I am excited to be a part of. I'm eager to dive in and share more about my experience in technology, specifically related to my background in company acquisitions and integrating engineering teams," said Ittycheria.

Hung Lee, Kasasa's Chief Information Security Officer, was also invited to join the Forbes Technology Council. Lee was selected by a review committee based on the depth and diversity of

his experience. This recognition from *Forbes* is a testament to Lee's 17 years across the consulting, technology, recruiting and financial industries.

"I'm in a unique position to offer my experience in information security to the council forum. Technology is represented by a host of disciplines, and my career path and professional interests are a reflection of that. As part of the Forbes Technology Council, I look forward to connecting and collaborating with respected leaders within technology and growing as a professional," said Lee.

**About Kasasa**

Based in Austin, Texas with 450 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting. For more information, please visit [www.kasasa.com](http://www.kasasa.com), or visit them on [Twitter](#), [Facebook](#), or [LinkedIn](#).

###