

OnDeck Expands Leadership with Two Key Hires

Written by Australian Business

NEW YORK, Oct. 4, 2013 /PRNewswire/ -- OnDeck (www.ondeck.com), the technology-powered Main Street lender, announced today that the company is adding to its leadership bench with the appointments of two new vice presidents.

Aimee Fearon

has been named Vice President of Financial Planning and Analysis, and

Lorna Hagen

has been named Vice President of People Operations.

OnDeck has experienced a 100 percent growth surge over the past 12 months, and the two hires will support the company's rapidly expanding business. Fearon brings over a decade of financial planning experience to OnDeck, previously serving as Vice President of Finance for Clear Channel Media and Entertainment. At OnDeck, she will lead strategic planning, oversee annual and quarterly budgets, financial forecasts and analyses, and drive companywide financial performance initiatives. Fearon will report to Howard Katzenberg, the company's Chief Financial Officer.

Hagen has joined OnDeck in the newly created position of Vice President of People Operations. She will oversee all aspects of human resources, including talent recruitment and development, compensation and benefits. Hagen most recently served as the Vice President of Human Resources at ANN INC., an American group of specialty apparel retail chain stores for women, where she led the human resources and talent practices for LOFT, and the e-commerce division. Prior to that role, she was Vice President of Human Resources and Talent Management at Dow Jones, where she delivered a total re-build of the human resources functions across The Wall Street Journal, Barron's and Factiva. Hagen will report directly to Noah Breslow, the company's Chief Executive Officer.

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"Today's management team additions represent another critical milestone for OnDeck as we advance our vision of making capital-on-demand a reality for small businesses," said Breslow. "It's a priority for OnDeck to continue to bring on first-rate talent such as Lorna and Aimee as we build the company into a leading financial solutions brand."

OnDeck uses technology and big data to transform how money flows to Main Street, making the process fast and easy for small business owners to immediately get the capital they need, when they need it. To date, OnDeck has deployed over \$600 million to tens of thousands of businesses nationwide to more than 700 different industry verticals.

To learn more about OnDeck, please visit: www.ondeck.com

About OnDeck Launched in 2007, OnDeck uses data aggregation and electronic payment technology to evaluate the financial health of small and medium sized businesses and efficiently deliver capital to a market underserved by banks. Through the OnDeck platform, millions of small businesses can obtain affordable loans with a fraction of the time and effort that it takes through traditional channels. The company's proprietary credit models look deeper into the health of businesses, focusing on overall business performance, rather than the owner's personal credit history. The OnDeck system also provides a critically needed mechanism for financial institutions and other business service providers to efficiently reach the Main Street small business market.

OnDeck has deployed over \$600 million in capital to tens of thousands of businesses across 700 different industries. The company is growing at greater than 100 percent annually, and was recently named to Forbes' 100 Most Promising Companies in America list and the Inc. 500/5000 for a second year in a row. The company also has earned an A+ rating with the Better Business Bureau. OnDeck is financed by some of the nation's leading venture capital firms, including Google Ventures, SAP Ventures, RRE Ventures and Institutional Venture Partners.

For more information, please visit: www.ondeck.com . Follow OnDeck on Twitter [@OnDeckCapital](https://twitter.com/OnDeckCapital)

Media Contact: Jonathan Cutler/Tracy Rubin JCUTLER media group jc@jcutlermedia.com tracy@jcutlermedia.com

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