



For immediate release:

Laura Vinci
CooperKatz for Strategic Funding Source
917-595-3095
lvinci@cooperkatz.com

Strategic Funding Source Names Stephen Lerch Chief Financial Officer

NEW YORK (March 10, 2015) – [Strategic Funding Source, Inc.](#), a New York City-based provider of financing options to small and midsize businesses (SMB), today announced that Stephen E. Lerch has joined the company as Executive Vice President and Chief Financial Officer.

In this role, Lerch will be responsible for all aspects of the company’s financial operations, including enhancing fiscal capabilities, identifying new investment opportunities and executing growth plans. He will report to Strategic Funding Source Chairman and CEO Andrew Reiser.

With more than 17 years in various C-suite roles with technology-based companies in both the public and private sectors, Lerch brings an extensive range of expertise in finance, revenue generation and operations management to Strategic Funding Source. Most notably, he is a veteran of the small business finance and marketing industry, having worked for more than seven years as CFO and COO of Rewards Network where he helped pioneer the early successful growth of the alternative lending marketplace. Prior to that, Lerch was a Partner at Coopers & Lybrand, now PwC. He is a graduate of the University of Notre Dame.

“We are thrilled to welcome Steve to the Strategic Funding Source team,” said Reiser. “With his immense financial, operational and industry specific experience, Steve will play a key role in advancing the way we do business and drive the company’s growth.”

“I am extremely pleased to be joining Andy and the talented management group at Strategic Funding Source,” Lerch commented. “With the best reputation in the industry, the premier underwriting and syndication platform and an excellent equity partner in Pine Brook Partners, Strategic Funding Source is extremely well-positioned to take advantage of the tremendous growth opportunity already underway in small business financing.”

About Strategic Funding Source, Inc.

Strategic Funding Source finances the future of small businesses utilizing advanced technology and human insight. Established in 2006, the company is headquartered in New York City and maintains regional offices in Virginia, Washington state, and Florida. The company has served thousands of small business clients across the U.S. and Australia, having financed over \$800MM since inception. Visit www.sfscapital.com to learn more about Strategic Funding Source, its financing products and partnership opportunities.