First Financial Equipment Leasing Expands Sales Team to Support Rapid Growth in Key Markets

ORANGE, CA – Wednesday, June 9, 2021 – First Financial Equipment Leasing, a leading provider of lease financing solutions, today announced the expansion of its senior sales team with the addition of three experienced industry leaders to several key roles. The new team members, David DuFresne, Mark Hall, and Brad Twilla, bring a wealth of leadership, passion, and vision, and will help the company strengthen its position within the automation, technology, and material handler/commercial equipment industries.

“Dave, Mark, and Brad will be pivotal in driving our next phase of growth and we are thrilled to welcome these three dynamic leaders to our team, said David Sanborne, SVP & National Sales Manager, First Financial. “Their expertise in capital equipment, customer relationship management, and specialized guidance, will play a significant role as we expand our lease financing offerings and deepen industry partnerships.”

Joining the company are:

David DuFresne, Technology Solutions: Dave brings 25 years of technology financing and business development experience and will drive First Financial’s offerings in cybersecurity, cloud-based solutions, SAAS, and IT refresh programs. Before joining First Financial, Dave was region manager at Cisco Capital, where he was responsible for building and directing equipment lease finance programs and managing reseller and partner relationships. Connect with David on Linkedin.

Mark Hall, Material Handling & Automation: Mark has almost 20 years of experience serving equipment vendors and direct end-users providing equipment leasing, financing, and fleet management solutions. Most recently he served as vice president of sales at CIT, where he helped bring in successful programs and partners, and has extensive involvement in building lease programs for material handling, construction, manufacturing, and machine tool equipment. Connect with Mark on Linkedin.

Brad Twilla, Commercial Equipment: Brad joins First Financial with deep industry knowledge and understanding of the equipment used in the construction, recycling, scrap, and mining industries. He will be instrumental in developing strategies, fostering new customer relationships, and spearheading First Financial’s expansion within the material handler/commercial equipment industry. Connect with Brad on Linkedin.

For over 20 years, First Financial has partnered with mid-sized to Fortune 500 companies in a wide range of industries including manufacturing, distribution, retail, consumer products, and logistics to invest in capital equipment and technology. Despite the challenges presented by the pandemic, the company continued to finance capital equipment projects at record levels, with activity across all industries up over 30% from the prior year.

Hello, world