# First Financial Equipment Leasing Expands Sales Team

## First Financial Equipment Leasing Expands Sales Team

JUN 10, 2021 — Monitor Daily

First Financial Equipment Leasing added David DuFresne, Mark Hall and Brad Twilla to its senior sales team.

“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,” David Sanborne, senior vice president and national sales manager for First Financial Equipment Leasing, said. “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.”

DuFresne will focus on technology solutions for First Financial Equipment Leasing. DuFresne has 25 years of technology financing and business development experience and will drive First Financial Equipment Leasing’s offerings in cybersecurity, cloud-based solutions, SAAS and IT refresh programs. Before joining First Financial Equipment Leasing, DuFresne was a region manager at Cisco Capital, where he was responsible for building and directing equipment lease finance programs and managing reseller and partner relationships.

Hall will focus on material handling and automation for First Financial Equipment Leasing. Hall has almost 20 years of experience serving equipment vendors and direct end-users by providing equipment leasing, financing and fleet management solutions. Most recently, he served as vice president of sales

at CIT, where he helped bring in programs and partners. He also had involvement in building lease programs for material handling, construction, manufacturing and machine tool equipment.

Twilla will focus on commercial equipment for First Financial Equipment Leasing. Twilla has industry knowledge and understanding of the equipment used in the construction, recycling, scrap and mining industries. He will develop strategies, foster new customer relationships and spearhead First Financial Equipment Leasing’s expansion within the material handler/commercial equipment industry.