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BRIAN DUNDON
 SVP, HEAD OF CORPORATE
 DEVELOPMENT
 FIRST FINANCIAL
 EQUIPMENT LEASING
 ELFA

Brian Dundon is focused on achieving breakthrough outcomes and growth for First Financial and the people that work for the company. After First Financial was acquired by JA Mitsui Leasing, he started looking at what was possible through a new lens and challenged previous limits. With the acquisition came big goals that will continue to grow with the company.

In his new role as head of corporate development, Dundon is focused on driving new markets, new assets and new technologies to ensure First Financial is up to the task of reaching these goals. With a background in credit, pricing and syndications, Dundon continues to ask questions, learn new parts of the business and approach every day with a "why not" mindset. While he never stopped trying to master the basics, Dundon needed to understand how the rest of the leasing world works. He started out in IT leasing but sought to understand each of First Financial's verticals, as well as some new ones, hoping to use that knowledge in the current business.

Dundon loves building out an amazing team. He seeks out people who have insatiable curiosity and an aptitude for learning and growing. By keeping the team curious, they remain capable of handling any type of opportunity that comes their way. He continually looks outside the leasing industry for smart and capable people who bring new ideas for how to build process, systems and success. Along with that curiosity, Dundon is constantly looking to convert people over to the mission of becoming one of the leading and innovative companies in the equipment leasing world.

"Fundamentally, our business comes down to our people and their relationships with customers, vendors, and other partners. If our people believe in the mission, then I know that we will find success," Dundon says.

