

FIRST FINANCIAL EQUIPMENT LEASING BRINGS ON DAVID ANDERSON AS VICE PRESIDENT, OPERATIONS MANAGER

ORANGE, CA – Wednesday, August 3, 2022 – First Financial Equipment Leasing (FFEL), a leading provider of lease financing solutions, announces the addition of David Anderson as Vice President, Operations Manager. David brings nearly three decades of experience in all aspects of operations in non-bank lending environments providing equipment finance, trade finance, and factoring products to business customers.

“David is a significant addition to our company, and we’re thrilled to have him on board. We will lean on his vast expertise as we expand our infrastructure and integrated services offerings to serve customers better,” said Tom Slevin, CEO & Co-Founder, FFEL. “This is an exciting time for First Financial as we have numerous technology improvements and client-focused initiatives underway, all designed to improve the customer experience and overall efficiencies as we enter a period of untethered growth.”

“I am excited to join First Financial and work with an innovative team that is consistently enhancing the ways they support not only their customers but also their employees,” said David Anderson, Vice President, Operations Manager, FFEL. “As the company continues to expand, the environment is ideal for modifications and improvements, and I look forward to being a driver of this change.”

Before joining FFEL, David served as Senior Vice President/Operations at Mitsubishi HC Capital (USA.) Inc. While at Mitsubishi HC Capital, he was part of the initial team of employees responsible for launching a new division of the Japan-based leasing company in the US and more than doubled the company portfolio within five years. David earned a Bachelor of Arts degree in Economics from Middlebury College in Middlebury, VT, and will work out of company headquarters in Southern California.

About First Financial Equipment Leasing

First Financial Equipment Leasing specializes in the acquisition and life-cycle management of Construction/Heavy Equipment, Healthcare, Information Technology, and Automation/Material Handling equipment and services. For over 20 years, First Financial Equipment Leasing has provided financing solutions designed to conserve capital and offer affordable access to often expensive yet increasingly critical, advanced technologies and equipment.

Headquartered in Southern California, First Financial Equipment Leasing is a member of JA Mitsui Leasing, Ltd. (JAML), a Japanese equipment leasing company providing leasing and financial solutions in Japan and Globally (offices in Asia and North America). For additional information, please visit the company’s website at www.ffequipmentleasing.com.Hello, world

Monitor | NextGen Issue: May/June 2022

Featuring Brian Dundon

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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.



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American Cranes & Transport
By D.Ann Shiffler

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Monitor | 3rd Annual Women in Equipment Finance

Featuring Elise Hardy

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PROFILE



ELISE HARDY

Vice President of Sales
First Financial Equipment Leasing



VISION FOR THE FUTURE:

"AS WE DESIRE EVERYTHING AT OUR FINGERTIPS NOW MORE THAN EVER, MY VISION IS ONE WHERE CLIENTS HAVE ACCESS TO LEASING OPTIONS AS FAST AS THEY REQUEST THEM, ENABLING THEM TO ACQUIRE THE EQUIPMENT THEY NEED AHEAD OF LEAD TIMES. MY VISION FOR THE INDUSTRY FOCUSES ON CLIENT AND VENDOR TRANSPARENCY, PROMOTION OF AUTOMATED TECHNOLOGY AND STRATEGIC MATERIAL HANDLING FLEET MANAGEMENT."

Elise Hardy is a dynamic leader who has played a vital role in the equipment finance industry over the last 10 years. As the first woman to serve as a sales executive at First Financial Equipment Leasing, Hardy has proven she can hold her own in the historically male-dominated industry of capital equipment financing. Since joining the company in 2018, Hardy has built an impressive portfolio of new customers and shattered just about every sales-related record held at the 21-year-old company.

Fiercely competitive by nature, Hardy is a quota-crusher who does not sit around waiting for the phone to ring. Her long-standing customers appreciate the openness, honesty and value she brings to the table. She is highly driven, upbeat and is an excellent mentor for her teammates by consistently leading by example. It's no wonder she has created relationships with her clients and colleagues that stand to last a lifetime.

What really sets Hardy apart is her true passion for helping people, teams and organizations grow. While the COVID-19 pandemic and national shutdowns have caused many of us to take a pause, Hardy has grown her portfolio by more than 100%. Where many have only seen obstacles, she has found opportunities. Hardy's unprecedented accomplishments during the last 18 months also include signing 10 marquee clients, doubling the company's material handling and automation leasing business and earning a spot as one of the top three producers at the company.

"Throughout her career, Elise has provided much more to her customers than the financial backing they need to grow their businesses; she has served as a trusted advisor, advocate, problem-solver and industry expert," Dave Sanborne, senior vice president of sales at First Financial Equipment Leasing, says. "Elise is

skilled in building and managing progressive leasing programs that exceed productivity expectations and lead the industry in outstanding customer service."

Hardy has worked in various industries that provide a wide array of products and services to clients, expanding from direct-to-consumer sales to Fortune 500 enterprises. Having started her career selling goods directly to homeowners, she gained experience to excel at selling direct to C-suite level executives through various roles. From home consumer goods to financial services, she has sought to bring value to her customers in a way that provides solutions and allows organizations to run more effectively and efficiently, both functionally and financially.

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Financing options can help both robotics vendors and end users realize faster returns on investment.

Robotics247.com
By Eugene Demaitre

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CREATIVITY TRANSCENDS TRADITION: Equipment Finance's Future Must Be People-First and Customer Obsessed

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.Hello, world

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.

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