

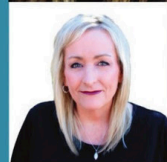


Nov/Dec 2023 | Vol. 50, No. 8

monitor

The Independent Voice of Equipment Finance

Top Women In



BANK 50 RANKINGS

IS FRAUD PREVENTABLE?

**9 TIPS FOR WOMEN TO EXCEL
IN EQUIPMENT FINANCE**



PROFILE



LORI LEAVEY

Vice President of Marketing & Communications
First Financial Equipment Leasing

ELFA, MHEDA, CLA (Canadian Lenders Association)



“BE BOLD! DON’T WAIT FOR SOMEONE ELSE TO CREATE OPPORTUNITIES FOR YOU. IF YOUR CURRENT POSITION DOESN’T SUPPORT YOUR AMBITIONS, BE PROACTIVE AND SEEK OUT OTHER OPTIONS THAT WILL HELP YOU ACHIEVE YOUR AMBITIONS. GREAT LEADERS EXPLORE UNCHARTED TERRITORIES AND TAKE RISKS.”

Lori Leavey is a highly experienced professional with more than 27 years of expertise in creative storytelling, branding and effective communication for companies ranging from start-ups to Fortune 500s. Her successful career has demonstrated her passion for clear and meaningful communication programs.

For the last few years, Leavey has served as the vice president of marketing and communications for First Financial Equipment Leasing. In her role, she creates and executes strategic plans for marketing, branding and communication programs. Leavey’s optimistic attitude and strategic skills have earned her a reputation as an excellent leader who focuses on empowering and mentoring her team.

Leavey has played a crucial role in developing and implementing various initiatives to define the company’s identity, improve employee relations and promote corporate philanthropy. She also contributes to the leadership team’s overall corporate strategy and development.

In late 2019, First Financial Equipment Leasing was acquired. During the mid-2020 corporate rebranding, Leavey played a significant role in guiding the company through the uncharted waters of the pandemic and successfully led it into a new era. Her deep expertise in media relations, marketing and

other areas were instrumental in the company’s rebranding success.

In 2022, First Financial Equipment Leasing expanded its operations into Canada by acquiring NorFund Capital, which was later rebranded as First Financial Canadian Leasing. During this acquisition and transition period, Leavey was crucial in developing the go-to-market strategy and managing a new communications program. Her attention to detail, professionalism and leadership skills were instrumental in making the transition seamless and minimizing potential disruptions to the company’s operations.

Leavey was a founding member of the charity committee and helped establish the company’s ‘volunteer time off’ policy, which provides an outlet for employees who want to volunteer their time to causes they care about. She also produces the internal newsletter and chairs the FUN committee, aimed at helping employees’ bonds with one another and boosting morale in the workplace through social activities.

During the initial phase of her professional journey, Leavey received guidance and mentorship from a group of exceptional female executives who served as a source of empowerment. Being part of a predominantly

male industry, Leavey’s mentors provided her with the necessary support and motivation to succeed while pushing her beyond her comfort zone. Based on her personal experiences, Leavey strongly advocates for creating opportunities for young women that challenge them and empower them to find their voice. She firmly believes that by providing them with the required resources and tools, they can accomplish their objectives and pave their path toward success.

“Leavey is the driving force behind the creative communication efforts of First Financial. Her innovative and proactive programs have played a significant role in building our brand and expanding our business. Leavey is always quick to respond and ready to take on projects of any scope,” Tom Slevin, CEO and co-founder of First Financial Equipment Leasing, says. “Her effective marketing and public relations strategies have been crucial to our success. She is a consummate professional with a positive attitude and knows how to make work fun!”