

Press Release

FOR IMMEDIATE RELEASE

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Enformion Brings on ARM Industry Expert *Meet the New VP of Sales – Collections, David Morton*

Sacramento, CA (Feb. 27, 2019) – Enformion is proud to announce the addition of David Morton to its leadership team. As the new VP of Sales – Collections, Morton brings more than 20 years of experience in the Accounts Receivable Management (ARM) industry.

Most recently, Morton was VP of Sales and Marketing for FMS, Inc. and Van Ru Credit. His past experience includes managing collection agencies for GE Capital and Citibank, as well as sales roles for a variety of unsecured credit issuers, private and government lenders, and more.

In other words, Morton has worked in all aspects of the ARM industry; he has been the collector, the auditor, the vendor manager, and the vendor. Such broad experience gives Morton unparalleled understanding of the collections process, as well as the unique data needs of collections agencies.

“I understand how accurate, affordable information is a key attribute to the most successful solutions in collections. And I look forward to working with our clients to maximize their performance,” says Morton. “I am also excited to work with the dynamic team of experienced sales professionals that have gathered together at Enformion to bring the ARM industry the most affordable, best-in-class customer location and contact information, and other solutions.”

As pleased as Morton is about his move to Enformion, existing company leadership is equally enthusiastic:

“We are excited about David joining Enformion. His extensive experience working with the ARM industry, both on the agency side and first party, brings a depth of knowledge and an understanding of our clients’ challenges and how best to address them,” says Amber Higgins, Chief Executive Officer at Enformion. “He will continue our client-centric focus as we look to expand our footprint in this exciting and ever-changing industry.”

Enformion is a leading aggregator of public records data for business and public sector. 30+ years in the data technology industry has resulted in a database of 42 billion up-to-date records for more than 250 million American adults, from 6000+ data sources. For more information about our customized government and enterprise data solutions, visit <https://www.enformion.com/> or call (855) 281-3915. For ARM-specific data products and services, contact David Morton directly at david.morton@enformion.com.

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Image attachment: David_Morton.jpg