

# Ecologic Expands Latin America Leadership Team

WASHINGTON, D.C., June 18, 2012 (SEND2PRESS NEWSWIRE) – Ecologic Leasing Services announced today that Nella Schwarz has joined the Company as Director, Business Development, Vendor Programs, Latin America.

“Ecologic Leasing Services hired Nella Schwarz to manage vendor captive programs for our U.S. and Canadian clients who want to sell more equipment in Latin America using leasing. Over the course of her career, Nella has managed several international leasing programs, including launching GE Capital Fleet Services Mexico from scratch and managing strategic and global accounts for CIT,” stated Michael Keeler, CEO, Ecologic Leasing Services. “Our vendor program clients view equipment leasing as a core, strategic product offering that helps them catalyze their equipment sales in many countries around the world. Nella has a unique set of talents that enable her to excel in strategic planning at a global level with senior executives and then coordinate her team to tactically execute in the field in each country and get results. She will be a great asset to our clients and our company.”

Ecologic Leasing Services runs global leasing programs on an outsourced basis for manufacturers that sell into emerging and mature market. Under the manufacturer’s brand, the Company executes the go-to-market strategy with the manufacturer’s sales force, including marketing, pricing, structuring, and credit, automates the leasing process using its web-based software services, LeaseAccelerator, and sources capital in each country using The Global Lessor Network.

“Our services enable manufacturers to offer highly differentiated leasing offerings without having to use their own cash because of our knowledge of leasing markets and relationships with lessors in many countries. Because of our unique approach, we can help our clients sell in almost any country where other vendor captive leasing specialists can’t go. We are especially strong in Latin America, Africa, and Eastern Europe. Nella Schwarz will also seek to expand and deepen our relationships with the lessor community in Latin America so that our clients can partner with the best-in-class, local lessors in each country where ever they sell their equipment,” said Keeler.

Prior to joining Ecologic, Ms. Schwarz held a variety of senior executive roles in sales, marketing, and management in the equipment financing industry, including with CIT and GE Capital. She started her leasing career at GE Capital as an auditor.

## **About Ecologic Leasing Services:**

Ecologic Leasing Services offers outsourcing and software services to vendor captives and corporate lessees that need to finance equipment competitively around the world. Vendor captives employ Ecologic’s services to help them finance the sale of their equipment to their customers at the point-of-sale using the best available funding sources wherever they sell around the world.

Using The Global Lessor Network, Ecologic enables vendor captives and lessees to find the best match lessor for each transaction in each country. For each client, Ecologic deploys, customizes, and integrates its unique web-based leasing and asset management software services, LeaseAccelerator. Founded in 2000, Ecologic is headquartered in Northern Virginia, with offices in Montreal, San Francisco, and Mumbai.

Ecologic can be found on the Web at . Lessors can join The Global Lessor Network and see transaction opportunities that match their interests and geography at <http://www.lessornetwork.com>.

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