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## **LEVERAGE names Jay Brady Vice President, Transactional Services and Jordan Sullivan Products and Services Analyst**

**BIRMINGHAM, AL/TALLAHASSEE, FL, Aug. 28, 2013** – *LEVERAGE* announces the hiring of Jay Brady as its new vice president of transactional services and Jordan Sullivan as a business analyst. Brady and Sullivan are seasoned professionals bringing a combined 35 years of industry knowledge and experience to *LEVERAGE*. Brady has worked 22 years in card processing, business development, and consulting. Sullivan has been in the financial service industry for 13 years working primarily with credit unions.

“The opportunity to hire people like Jay and Jordan doesn’t come along very often,” said *LEVERAGE* CEO Patrick La Pine. “Jay has an exceptional reputation in the cards industry and he brings a knowledge base that is second to none. Our credit union clients will greatly benefit from his expertise.”

Prior to coming to *LEVERAGE*, Brady was with FIS in St. Petersburg, FL where, over the course of 19 years, he held a variety of positions from a customer service trainer to an executive consultant. As the executive consultant, Brady’s focus was on card portfolios. He assisted financial institutions with their card portfolios from evaluation and assessment to growth objectives and plan implementation.

Sullivan was most recently the CEO of Secure First Credit Union in Birmingham, AL before joining the *LEVERAGE* team. Prior to being a CEO, he was the vice president of operations with Alabama Central Credit Union, the program development manager with Integrated QSG, as well as experience with several other types of financial institutions.

“Jordan’s varied roles, knowledge, and experience in a variety of financial institutions will be an asset to *LEVERAGE*,” said La Pine. “He brings a perspective of working inside a credit union that will greatly enhance our ability to offer products and services that credit unions are looking at to streamline their operations.”

Both Brady and Sullivan hold advanced degrees from southeastern universities. Brady was awarded a Finance degree from Florida State University and a Masters in Engineering from University of South Florida, in Tampa, FL. Brady will be working out of the Tallahassee office.



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Sullivan earned an undergraduate degree and an MBA from Samford University in Birmingham and will be working out of the Birmingham office.

*LEVERAGE*, the wholly owned subsidiary of the League of Southeastern Credit Unions, is the business services provider that leverages credit union system resources, relationships, and industry knowledge for optimal performance and sustained growth of its clients and business partners. *LEVERAGE* offers credit unions best-in-class products and services that reduce costs, increase non-interest income, and improve regulatory compliance. For more information, visit [myleverage.com](http://myleverage.com) or follow *LEVERAGE* on [Twitter](#) or [LinkedIn](#).

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