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LEVERAGE names Kevin Lytle Vice President, Innovation and Business Development

BIRMINGHAM, Ala. /TALLAHASSEE, Fla., Feb. 11, 2013 – *LEVERAGE*, the League of Southeastern Credit Unions (LSCU) Service Corporation, announces the hiring of Kevin Lytle as its new vice president, Innovation and Business Development. Lytle has spent his entire career in financial services with more than 22 years coming in marketing, business development, product management and sales within the credit union industry.

"It's rare to be able to hire someone with Kevin's experience and expertise with credit unions," said *LEVERAGE* President/CEO Patrick La Pine. "His vast credit union knowledge will help us develop relevant products and get them to market quicker, while also ensuring that they are exactly what credit unions are looking to utilize."

Lytle is overseeing *LEVERAGE*'s Product Development, Marketing and Sales team. *LEVERAGE* offers a number of innovative products such as Ventelligence, a vendor management tool that includes the revolutionary ePurchasing, ComplyTrac, an automated compliance solution, That's Life, a merchant lending solution, as well as Debit and Credit Card Services and audit and consulting services. In the first month of 2013, *LEVERAGE* began offering HR services and executive recruiting and purchased Credit Union Vendor Management (CUVM) along with two other league service corporations.

"I'm excited to begin working with the *LEVERAGE* team," said Lytle. "Credit unions are looking for a provider that not only offers them what they need, but to also recognize areas where they can streamline. *LEVERAGE* has an exceptional portfolio of products and services. Our hope is that we can expand our portfolio by working with credit unions to identify new trends and product gaps."

Prior to coming to *LEVERAGE*, Lytle was the VP, Marketing and Product Management at WesCorp FCU for seven years. His duties included all marketing strategies at WesCorp, developing new products that reduced operating costs for credit unions and public relations. For 14 years Lytle worked at CUNA, first with the CUNA Service Corporation as the director of sales and channel marketing before being promoted to VP of National Marketing for CUNA out of its Madison office.

Lytle was awarded a Marketing Management degree from Upper Iowa University and a Masters in Management, Cooperatives and Credit Unions from St. Mary's University of Nova Scotia. He begins his duties at *LEVERAGE* on Feb. 11, working out of the Tallahassee office.

LEVERAGE, the Service Corporation for 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. We work to offer credit unions best-in-class products and services that result in reducing costs, maximizing results, and making the most difference. For more information, visit myleverage.com or follow LEVERAGE on Twitter at www.twitter.com/MY_LEVERAGE or [LinkedIn](#).

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