

Top insurance lender Oak Street Funding names Newton director of marketing, promotes sales executives

Leading sales and marketing professionals hired to fuel growth

Indianapolis (BUSINESS WIRE) – To help accelerate its growth, Oak Street Funding (www.oakstreetfunding.com), the nation's top insurance lender, has hired accomplished marketing specialist Carissa Newton as director of marketing and has promoted two other sales executives. Bill Nicholson has been named sales director and Chris McAtee has been named sales manager. The announcement was made by CEO Rick Dennen.

Newton, who will manage all marketing activities, brings 17 years' experience as a marketing professional, having enabled companies in a variety of industries to produce a positive return on investment. Before joining Oak Street, Newton was director of marketing for the Indianapolis-based Delivra, an email marketing software firm, where she incorporated social media tools and other tactics to build brand awareness. Her experience has also included leading successful marketing efforts for Vontoo, a voice broadcasting company, Hufford Financial Advisors and American United Life.

“Carissa Newton is an accomplished professional who will build a strong marketing infrastructure and help Oak Street develop a strategic approach to new business development,” said Dennen. “Her proven abilities in areas such as in-depth market analysis, new technologies and branding will allow us to strengthen our leadership position in the industry and continue to grow.”

As the new sales director, Bill Nicholson will lead the effort to drive sales volume in current and future markets. Nicholson, who joined Oak Street in 2009 after 10 years with leading financial institutions, has brought a disciplined approach that has already helped boost sales. Previously, he proudly served eight years in the U.S. Marine Corp, earning several merit awards.

Chris McAtee, the new sales manager, will help fuel growth by overseeing daily transactions and customer interactions. Since joining Oak Street in 2007, McAtee has become the firm's top producer, known for his in-depth product knowledge and understanding of customer needs. Oak Street has also added five loan officers to support its marketing initiatives.

About Oak Street Funding

Indianapolis-based Oak Street Funding (www.oakstreetfunding.com) is a family of diversified financial services companies that offers commission-based commercial financing exclusively for insurance professionals and third-party loan servicing for financial institutions. Oak Street utilizes industry knowledge, proprietary technology and passion to deliver top-quality service and capital products to insurance and finance professionals nationwide.

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