



First Performance Announces CEO Appointment

Added executive leadership, combined with recent Series A funding, will serve to enhance global client engagement and growth.

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“

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Wayne Johnson

today announced that its Board of Directors has appointed William M. Hernandez as Chief Executive Officer. A. Wayne Johnson, Founding CEO, will continue to serve on the Board of the Company as Chairman.

Hernandez brings over thirty years of experience in the global payments industry having held executive positions at Citibank, MasterCard and First Data Corporation in product development, marketing, strategy, technology, sales and M&A.

Hernandez has also consulted in the payments industry, served as an operating partner for private equity firms and has led the launch of two FinTech startups.

“I am very excited to join the First Performance Global team” said Mr. Hernandez. “Their innovative product empowers consumers around the globe to control how and where their debit, credit and prepaid cards can be used; all while delivering other value-added services. I know we will build upon the successes the company has delivered to date and continue to rapidly expand our client base and market presence.”

Wayne Johnson describes this as “an excellent time for Bill Hernandez to take this leadership position at First Performance. With the company’s recently completed Series A funding round, led by MasterCard and which also included RRE Ventures, Regions Financial and Synchrony Financial, the company is well positioned for global growth. Bill Hernandez is a highly experienced global executive and his talents will serve to deliver great benefit to the company and our clients.”

“As CEO, Bill’s background, experience and international and domestic relationships, along with his personal network will be invaluable in building First Performance into a great Payments Industry company”, said James D. Robinson III, co-Founder and General Partner at RRE.

Card issuers worldwide are experiencing an ever-increasing demand from their customers for mobile self-service technologies along with additional controls and alerts around their card-usage activities. Security, peace-of-mind, and an improved customer engagement experience are key elements in the market awareness and demand for the First Performance platform.

About First Performance Global

First Performance Global provides a market leading card management and customer engagement platform for card issuers worldwide. Integrating with existing card authorization systems through an easy-to-deploy service, the Company delivers robust end-user controls – providing greater security, peace-of-mind and improved self-service to cardholders. Issuers benefit from enriched customer engagement, loyalty, and revenue opportunity while reducing fraud expense.

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