



# Point of Sale Financing Fintech Leader, FinMkt, Announces Key Hire in Risk Management

*FinMkt has hired risk management expert Robin Palmer to lead efforts in fraud assessment and mitigation, financial analyses, and forecasting.*

NEW YORK, NEW YORK, UNITED STATES, January 6, 2021 /EINPresswire.com/ -- FinMkt, leading SaaS provider of point of sale consumer finance technology, is pleased to announce the new hire of risk management expert, Robin Palmer. Ms. Palmer has nearly twenty years of credit experience including managing a portfolio of over \$400 million at VW Credit and a portfolio valuing \$17B at Toyota North America. Prior to FinMkt, she was Head of Merchant Risk at Mosaic, a solar and home improvement financing company, where she was quickly promoted to a senior position based on her exceptional performance.

In her new role as Risk and Merchant Support Leader at FinMkt, she will apply her expertise to enhance risk management efforts within the company's rapidly growing portfolio of merchants. She will be responsible for developing solutions to better address partner needs regarding fraud assessment and mitigation, financial analyses, and forecasting.

"It is a privilege to be part of an organization that is defying boundaries and visualizing solutions in the financial services industry," says Robin. "I have been amazed by the strength of talent within the organization and FinMkt's ability to envision new ways to move beyond age-old challenges. I look forward to leveraging my experience to enhance FinMkt's loss mitigation strategies and optimize decision efficiencies for our customers."

FinMkt's CEO, Luan Cox, says, "We are thrilled to have Robin join the FinMkt family. In her short time on the team, she has already improved productivity in our underwriting and risk department. We are eager to continue working with Robin to deliver white-glove service to our partners and further develop the most intuitive and user-friendly point of sale financing platform available."

## About FinMkt

FinMkt is passionate about delivering best-in-class technology to improve the way consumers access competitive financing. FinMkt has developed a state-of-the-art multi-lender platform to facilitate point-of-sale financing for the home improvement, retail and medical verticals. FinMkt's scalable, patent-pending SaaS platform includes seamless APIs and fully hosted white-label

solutions. To learn more, please visit [FinMkt.io](https://finmkt.io) or reach us by email at [info@finmkt.io](mailto:info@finmkt.io).

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