

First Performance Expands Leadership Team with Appointment of Ben Psillas as Chief Revenue Officer

ATLANTA, GA – April 16, 2019 – First Performance, an innovative software company powering the next generation of digital engagement today announced the appointment of Ben Psillas as Chief Revenue Officer. Psillas will be responsible for leading the company’s global enterprise and channel relationship teams and other customer-facing aspects of the company, such as business development, customer success and revenue operations.

Ben brings more than 20 years of experience as a senior sales executive with domain expertise in finance and payments. His track record of executive leadership success includes developing, establishing, and improving business performance in emerging markets and rapid growth environments.

Prior to joining First Performance, Ben was a founder of Debx, the industry’s first daily credit card payments platform. Prior to Debx, Ben was EVP of the Financial Institution Group and Network Services at Cardtronics (NASDAQ: CATM) where he was responsible for overseeing the rapid growth of Allpoint, bank branding and managed services. Ben founded Allpoint (which Cardtronics acquired), a global surcharge-free ATM network spanning 3 continents, 55,000 ATMs, 1,200 financial institutions and 60m cardholders.

“The next phase of First Performance growth is about building on our strong momentum in existing markets and accelerating our global expansion,” said Bill Hernandez, First Performance Chief Executive Officer. “With a proven history of building world class sales, Ben’s experience and leadership will help guide us through our next phase of growth.”

“The digital payments market is at an inflection point and First Performance has a unique opportunity to raise the bar and change the game for the better,” said Psillas. “What I found compelling about First Performance was its unwavering focus on developing technology to drive business outcomes that give payment control to consumers. I see a great opportunity to shape the vision for this market and drive significant growth through our commitment to customer success.”

About First Performance

First Performance powers digital innovation through advanced technologies including artificial intelligence, crowdsourcing, merchant data cleansing, customer-on-file, self-service card controls, chatbots, and more. We provide financial institutions and their customers with online and mobile capabilities that deliver fast, seamless, and secure payment experiences. Our solutions integrate with existing digital channels through a suite of APIs and work with all card types and brands for a consistent experience across all card portfolios. Deployment options include on-site, cloud or hybrid models. For more information, visit [First Performance](#).

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