



Meet the Team



Randy Heesacker

President and CEO

Our visionary leader with more than 25 years of experience in the student loan industry, Randy makes decisions based on strategy, insight and the betterment of students everywhere.

402.479.6605
randyh@inceptia.org

Bob Evans

President, EC Group, a subsidiary of Inceptia

An innovative thinker and a higher education financial aid expert, Bob is adept at stepping in and making things right in financial aid offices. He's honed his ability to direct comprehensive operational reviews, identify solutions for improved data management, and help clients integrate their financial aid programs with enrollment and retention goals.

888.454.3101
revans@ecgroupllc.org

Dave Macoubrie

Vice President, Repayment Solutions

Dave is our resident default prevention expert. With more than 25 years of student loan expertise under his belt, Dave continually inspires his department to go the extra mile in helping students remain on the right financial path.

402.479.6867
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Kate Trombitas

Vice President, Financial Education

A recognized leader in financial education, Kate has made it her personal mission to help students live financially healthy lives. She's an expert in implementing peer-to-peer financial counseling centers and has quite the knack for coming up with innovative solutions.

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Todd Woodlee

Vice President, Business Development

With more than 10 years of student loan experience, Todd is fluent in financial education. His deep understanding of financial aid offices and school procedures make him an invaluable member of the organization.

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Media Relations Contact:**Sue Riedman**

Vice President, Marketing

With nearly 20 years of marketing and product development experience, Sue has an impressive history of helping launch successful products and brands. She brings an inspiring combination of experience, smarts and insight to the table.

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Strategic Alliances and Government Relations Contact:**Brett Lief**

Director, Strategic Alliances

As a renowned leader within the student loan community, Brett champions student financial achievement through innovative student loan solutions. Through Inceptia, he bridges the interests of schools and legislators for the benefit of students.

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Inceptia's mission is very simple: to support schools as they arm students with the knowledge needed to become financially responsible adults. Moving boldly into the future without accumulating the burden of debt and default.