

## PRESS RELEASE

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## Marketing Superstar Laura Kirchner Joins TMS To Spearhead Marketing Strategy And Innovation

*Kevin Ruskowski Also Joins To Lead Media Team*

Melville, N.Y. (May 22, 2018) — TMS, a national financial services and mortgage company, hired Detroit marketing expert Laura Kirchner as Senior Vice President of Marketing Strategy and Innovation to help accelerate the rapid growth at the company this year.


“Laura is going to propel our team to even greater heights. She’s a one-of-a-kind digital superstar,” said Chief Marketing Officer Barbara Yolles. “She’s adept at leading everything from re-architecting business models to digital go-to-market strategies. She can even roll up her sleeves and code websites!”

Kirchner has 20 years of digital marketing experience on the B2B and B2C side. She comes most recently from Perficient where she was managing director of client services and oversaw client satisfaction and strategic account growth. She also has experience working on big brands like Chase Bank and La-Z-Boy. Plus, she isn’t a stranger to the home financing market, Kirchner ranked as a top-performing high-end Realtor in Chicago for six years.

“It is an exciting time for fintech, an industry ripe with opportunity to create useful tools and thoughtful experiences for customers,” Kirchner said. “I’m thrilled to join the talented team and momentum at TMS challenging the lending industry status quo and transcending borrower expectations.”

TMS also announced the hire of Kevin Ruskowski as Media Director. Ruskowski comes to TMS from Shift Digital. Ruskowski will work closely with Kirchner to lead the company’s digital media strategy.

The addition of Kirchner and Ruskowski reinforces the fintech company’s mission to foster a relationship-driven company that truly grows happiness for its borrowers, clients and team members. By hiring the best and most talented team members, TMS will deliver on its goals to help more than 1 million families achieve and maintain the dream of homeownership over the next 10 years.



**About TMS** TMS (The Money Source Inc.) is a different kind of company that does business in a different kind of way. Founded in 1997, with a mission to Grow Happiness, TMS is a fast growing fintech company that provides products, technology, speed of service and a unique customer experience to borrowers, clients and team members in their pursuit of happiness. With more than 650+ team members, TMS is a national lender and servicer licensed or exempt from licensing in all 50 states and the District of Columbia. For more information, visit [TheMoneySource.com](https://www.themoneysource.com). NMLS# 6289.