



FOR IMMEDIATE RELEASE

**OPEN LENDING ADDS INDUSTRY VETERAN,
EDWARD A. ROBINSON TO ITS LEADERSHIP TEAM**

AUSTIN, TEXAS – October 23, 2018 – Open Lending, LLC is pleased to announce that Edward A. Robinson has joined its leadership team as Senior Advisor, Financial Services. Ed is a seasoned entrepreneur and industry veteran with over 40 years of experience in all disciplines of automobile wholesale, dealership operations, automotive lending and strategic consulting for the financial services industry.

Open Lending provides automated lending services to financial institutions. The company specializes in loan analytics, risk-based pricing, risk modeling and automated decision technology for automotive lenders throughout the United States.

Prior to Open Lending, Ed was honored to lead, launch, and cultivate numerous companies within the BMW Group’s global organization and other personal entrepreneurial ventures. Passionate about innovation and excellence, his work has remained committed to driving positive disruption and significant growth within the automotive industry.

“We are thrilled to have an industry leader like Ed join our team as we position the company to continue its rapid expansion and next phase of growth,” stated Ross Jessup, Co-Founder, COO, and CFO of Open Lending.

Ed is responsible for driving business development of the Lenders Protection Program within the captive lending arm of the domestic and import automotive segment. Through his industry affiliations, Ed is building new relationships for Open Lending by educating potential clients and partners on the advantages of extending customer loyalty while mitigating risk. He supports engagement structures for new business and monitors performance of established business for revenue optimization.

“It is an honor to join such a force in automotive lending like Open Lending. I look forward to supporting its continual growth,” stated Ed Robinson, Senior Advisor of Financial Services at Open Lending.

For Ed’s full biography, click [HERE](#).

ABOUT OPEN LENDING, LLC

Founded in 2000, Open Lending, LLC works exclusively with automotive lenders by providing loan analytics, risk-based pricing, risk modeling and automated decision technology. Based in Austin, Texas, the company services over 400 financial institutions nationwide. Through its proprietary technology, the Lenders Protection Program, financial institutions leverage powerful tools and customized analytics to underwrite direct and/or indirect loan approval decisions in seconds. Lenders are empowered to increase near and non-prime automotive loan volumes and yields with the protection of “A” rated insurance carriers, preventing additional risk to their loan portfolio. Lenders Protection, LLC is a wholly owned subsidiary of Open Lending, LLC.

To learn more about Open Lending, visit www.openlending.com.

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