



## PRESS RELEASE

### **Finotta Promotes Eric Swanson to Chief Technology Officer**

*Embedded fintech provider expands executive team as demand for personalized financial guidance tool grows*

**OVERLAND PARK, Kan., Oct. 18, 2022** – [Finotta](#), a provider of embedded fintech for digital banking, today announced the promotion of Eric Swanson to Chief Technology Officer. Swanson has been with Finotta since 2021, serving most recently as Head of Engineering.

With over 10 years of software engineering experience, Swanson previously held the position of Senior Software Engineer at Cerner Corporation, a provider of healthcare technology. Swanson's passion for ethical coding ensures Finotta's [Personified](#) platform is objective and unbiased. He aims to continue this practice in his new role by fostering a dedication towards ethics in financial technology and by mentoring Finotta's current team of four software engineers.

"Passionate craftsmanship is truly the best way to describe how I feel about this role," said Swanson. "My interest in technology began with my dad who worked in database systems, and it has continued to grow ever since. At Finotta, our team shares that same passion for the products we craft and the community we serve. We have a set direction, and I look forward to achieving even greater things with the team."

Finotta empowers financial institutions to generate revenue in their digital application by delivering precisely the right experience, service or product at the right time to their users. With its Personalized Financial Guidance (PFG) technology, featuring a gamified Financial Health Level, Finotta helps FIs to improve their customers' financial lives while also increasing engagement. By combining the importance of financial wellness with the fun of gamification, users have an exciting, interactive and engaging way to improve their financial health regardless of what journey they might be on.

"We created Finotta to deliver personalized financial guidance to banking customers who are underserved in that space," said Parker Graham, Founder and CEO of Finotta. "As we continue to craft our platform, Eric's leadership will be imperative as we drive revenue growth for banks while also supporting customers' financial wellness. He has been a tremendous asset since joining the team, and we're excited to see what he accomplishes in this new role."

#### **About Finotta**

Finotta helps banks and credit unions personalize their mobile banking experience. Built by bankers, Finotta's Personified platform is a combination of products that help financial institutions better meet the needs of their customers directly in their mobile banking application. For more information, visit [www.finotta.com](http://www.finotta.com) or follow us on [LinkedIn](#) or [Twitter](#).

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