



## PRESS RELEASE

### **Finotta Announces Cory Miller as New Head of Sales**

*Seasoned technology sales executive to support growth of Finotta's core platform, Personified*

**OVERLAND PARK, Kan., Aug. 3, 2022** – [Finotta](#), provider of embedded fintech for digital banking, announced today its new Head of Sales, Cory Miller. Miller will lead Finotta's sales team and grow the company's client base for its core platform, [Personified](#).

With nearly 15 years of technology-specific sales experience, Miller previously held a similar role at V2Verify, a digital authentication platform, where he served as Vice President of Sales. He also held additional positions at Digital Golf Technologies, a tech firm specializing in automated golf play, and DSI Systems Inc., a premier sales enablement firm. Miller met Finotta Founder and CEO, Parker Graham, when the two competed against each other in the NXTSTAGE startup competition, making Miller an even stronger fit for Finotta.

"Joining Finotta was a natural fit," said Miller. "I firmly believe that success is achieved when teams align their vision, mission and values – and that's exactly what makes Finotta such a great company. We have a shared goal for not only delivering terrific products, but to ensure bank and credit union clients are benefitting from our product. I really appreciate that we help create a situation where everybody wins."

Finotta empowers its financial institution customers to deliver precisely the right experience, service, or product at the right time to their users with a gamified Financial Health Level that helps improve their financial life. By combining the importance of financial wellness with the fun of gamification, customers have a fun, interactive and engaging way to improve their financial health regardless of what journey they might be on.

"Consumers want personalized, interactive experiences from their financial institution, yet [over half](#) say they're still treated like numbers," said Graham. "That's why we created Finotta. As we experience growing interest from banks and credit unions nationwide, Cory's leadership will be invaluable, helping us to bridge the gap between exceptional digital experiences and financial wellness."

#### **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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