



For Immediate Release: September 18, 2018

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Opportunity Fund Welcomes Shelley Harrison as Chief Marketing Officer

San Francisco, CA (September 18, 2018) — Opportunity Fund – California’s largest nonprofit small business lender and a national leader in the microfinance movement - is excited to welcome Shelley Harrison as its first-ever Chief Marketing Officer. Shelley joins Opportunity Fund after spending over 20 years running San Francisco-based marketing consulting firm, Launch Pad, where she advised over 200 companies on marketing and go-to-market strategies. Shelley joins Opportunity Fund’s leadership as the organization aims to scale its reach in California and across the U.S., working towards a strategic plan to invest \$500 million to drive economic mobility for 50,000 underserved entrepreneurs and working families by 2020.

Shelley has a deep connection with our mission, having served on the Opportunity Fund Board of Directors since 2013.

“I believe in empowering women, immigrants, and all entrepreneurs who need a hand up. Opportunity Fund is an exceptional organization that I’ve known and supported for many years. The opportunity to lead our marketing efforts into our next phase of growth is truly exciting,” said CMO Shelley Harrison.

In addition to her success as a marketer, Shelley served as senior vice president of sales marketing and operations at Compressent, Inc., a software company that IPO’d during her time there. She was the fourth employee at now-public scanner manufacturer Visioneer, serving as the company’s vice president of marketing and customer service. Prior to Visioneer, Shelley ran marketing for cc:Mail during the time it went from market laggard to market leader with more than 50 percent market share. She helped oversee its subsequent acquisition by Lotus. After spending time performing classical product management at Hewlett-Packard, she served as a marketing manager for Amdek, a company acquired by Wyse Technology.

“I am thrilled to have Shelley join our team. Her subject-matter expertise, long-term involvement with our organization and her commitment to our mission, are going to be key drivers of our growth,” said CEO Luz Urrutia.

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About Opportunity Fund

Opportunity Fund, the nation’s leading nonprofit small business lender, believes that small amounts of money and financial advice helps people make permanent and lasting change in their own lives, driving economic mobility and stronger communities. Opportunity Fund’s community of donors and investors helps to fund small businesses and build vibrant neighborhoods. Our strategy combines microloans for small business owners and new markets tax credit investments in high-impact infrastructure projects that provide critical medical, housing, and education services that create jobs underserved communities. Since 1994, the team has deployed over \$700 million and helped thousands of families earn, save and invest in their own futures.

Visit www.opportunityfund.org for more information.