



## **Equipment Finance Leader Balboa Capital Hires Vendor Business Development Professional**

### **FOR IMMEDIATE RELEASE**

Irvine, California – March 8th, 2011 - [Balboa Capital Corporation](#), a leader in [equipment financing](#) in the United States, announced the hiring of accomplished industry professional Dennis Alexander to Vice President of Business Development.

“We launched our [Vendor Services](#) Division four years ago. Adding the Business Development component was the next natural step in becoming a successful vendor-driven equipment financing company. Dennis and I started in the business together about twenty-five years ago and there is no one I trust more to help us enter and aggressively compete in the Vendor Services arena. The small ticket, under \$75,000 market is underserved as many companies have vacated and moved up in ticket size. We feel our value proposition is pressure-tested and robust in the Vendor Services space,” said Phil Silva, President. Mr. Alexander has worked for fine companies such as Dana Commercial Credit, American Express and Bank of America. Most recently, he was with TCF Equipment Finance.

Balboa Capital is one of the largest privately-held independent equipment finance companies in the United States, delivering access to capital and speed of processing that customers require to fuel their growth and success. Celebrating 23 years in business in 2011, Balboa Capital markets its products through their small ticket, middle market, and vendor sales channels. For more information please visit [www.balboacapital.com](http://www.balboacapital.com). You may also follow the company on [Facebook](#) and [Twitter](#).

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