**New Role Created to Reinforce Client Focus at Lodestar Technologies, Inc.**

Vancouver, BC (January 26, 2022) – Lodestar Technologies, Inc. is pleased to announce the addition of Andrea Brown to fill the newly created role of VP of Client Engagement. By creating this position and filling it with an industry veteran, Lodestar aims to increase its focus on delivering a best-in-class client experience in addition to its robust data analytics platform.

Lodestar’s Enterprise Data Store (LDS) arms financial institutions with a single, fully integrated and accurate source of truth for all data as well as intelligence and analytical capabilities to support their overall digital transformation and customer experience strategies.

“We are very proud of the technology platform we have created and the successes we have seen from our clients over the years,” says Patrick O’Neill, Director, Account Management for Lodestar Technologies. “We continue to focus on enhancements to the technology, such as advanced analytics and machine learning, which makes this the perfect time to add Andrea to the team. She will be able to help our clients identify real-life use cases for our technology which will lead to an even greater return on their investment.”

Brown brings over a decade of experience in the credit union space, with much of that time dedicated to implementing a data-driven culture at a large credit union that leveraged the Lodestar platform. During her time at the helm, her credit union successfully embedded data into initiatives across the organization, ranging from revenue generation to member engagement to risk management and everything in between. Her skills also include using data and automated workflows as tools for process improvement.

“I could not be more excited about joining the Lodestar team,” says Brown. “As a long-time client of Lodestar, I have admired the work done by this team for years. Their vision of empowering financial institutions with the tools and skills needed to take control of their data aligns with my passion for harnessing data to add value to customers, members, and employees. I am eager to put my experience and expertise to work for the benefit of our clients!”

Brown believes that it is important to get to know each client on an individual level so that she can help them move forward on their journey, regardless of where they are currently. “Data has been a buzzword in the industry for years. The fact is that financial institutions have a treasure trove of data at their fingertips, but figuring out how to use it can be difficult—especially in the beginning. I am here to help our clients define their unique analytics strategy, identify actionable opportunities, and create a plan for long-term success.”



Andrea Brown, VP Client Engagement

**About Lodestar**
Lodestar is a technology leader in data services and analytics for credit unions and banks in North America. The Lodestar Enterprise Date Store provides a turn-key data source solution with all necessary integrations in the financial services ecosystem.  The solution comes with fully integrated, out of the box interfaces, to more than 40 sources such as credit card, loan origination, wealth management, 3rd party suppliers and most importantly core banking systems.  Coupled with a complete data warehouse Lodestar offers a wide range of tools to support all business lines in both strategic initiatives and planning as well as day to day activities. For more information, please visit [lodestartech.ca](https://lodestartech.ca/)

**Contacts**

Steve Mott

VP Sales

sales@lodestartech.ca