**Sensibill Wraps 2020 in High Growth Mode, Prepares for Continued Momentum in 2021**

*Toronto-based fintech landed big names on both the client and employee side last year, expanding scale and preparing for increased growth ahead*

**TORONTO,** Jan. 5, 2021 – [Sensibill](https://getsensibill.com/?utm_source=progress-bank-release&utm_medium=press-release), the leading provider of everyday financial tools and SKU-level insights that drive personalization and help make financial wellness attainable for all, concluded 2020 with significant growth and development across the organization, including client wins, leadership additions and technology evolution.

Sensibill continued to partner with community financial institutions, such as [Metro Bank](https://www.businesswire.com/news/home/20200811005156/en/Metro-Bank-Goes-Live-with-Sensibill-for-Digital-Receipt-Management) and [Progress Bank](https://www.businesswire.com/news/home/20201112005164/en/Progress-Bank-Launches-Sensibill-for-Digital-Receipt-Management), as well as large, tier one institutions like [Chase](https://www.businesswire.com/news/home/20200611005090/en/Sensibill-Partners-with-Chase-for-Digital-Receipt-Management). The team strengthened and developed new relationships with leading core and digital banking providers to help deploy and scale its digital receipt and expense management solution. As a result, Sensibill has rolled out its technology to over 60 million users across North America and the U.K. Now, consumers and businesses alike can proactively track and manage expenses, while financial institutions are leveraging SKU-level data from digital receipts to personalize offerings and deliver tailored insights designed to help customers make smarter financial decisions.

In addition to building its client roster, Sensibill also made significant technology updates in 2020. The company launched [Receipt Extraction API](https://www.businesswire.com/news/home/20200924005498/en/Sensibill-Launches-Smart-Technology-to-Rapidly-Extract-Receipt-Data), a machine learning-based solution that automates and streamlines the transcriptions of receipts, allowing businesses to deepen customer engagement and loyalty at scale. Receipt Extraction API combines Sensibill’s deep knowledge of SKU-level data and leading machine learning technology to deliver a solution that quickly extracts receipt data with accuracy. This solution is benefitting enterprise accounting firms, financial services companies like accounting software and PFM providers, and loyalty and reward-based organizations.

Last year marked notable growth. Sensibill placed No. 65 out of 400 companies on the [2020 Report on Business ranking of Canada’s Top Growing Companies](https://www.businesswire.com/news/home/20200929005363/en/Sensibill-Named-a-Top-Growing-Company-by-The-Globe-and-Mail). Rankings were based on three-year revenue growth of annual operating revenue. Sensibill experienced a three-year growth of 800%. Such expansion led to several strategic key new hires, including Jennifer Lennox as VP of People, Rob Birring as VP of Customer Success, and Ivy Lee as VP of Marketing, as well as the appointment of [Tom Shen](https://www.globenewswire.com/news-release/2020/02/03/1978695/0/en/Tom-Shen-Joins-Sensibill-as-Chair-of-the-Board.html) as chair of the board. Danny Piangerelli also joined as CTO, bringing over 22 years of experience in software engineering, architecture and leadership, driving technology strategy and execution.

To support its team during this time, Sensibill launched an internal mental health initiative to ensure mental health and wellbeing remained a priority, including the introduction of virtual healthcare and therapy services. The company also held its second annual Mind Over Grind 5K event virtually to benefit the Centre of Addiction and Mental Health (CAMH), raising more than $10,000 to support CAMH’s clients, fund breakthrough research and educate the community about mental health.

Corey Gross, co-founder and CEO of Sensibill, stated, “The financial challenges that millions around the world faced as a result of the global crisis were not created in 2020: they were revealed. The importance of making financial services more transparent, accessible and personal has never been more clear. At Sensibill, we are fighting to make financial wellness attainable through the channels they trust most, and I couldn’t be more proud of our team’s tremendous effort, and that of our clients and partners, to make this a reality. In 2021, you will see us continue our commitment to innovation that serves a real human purpose: to deliver on the promise that anyone can achieve financial wellness.”

**About Sensibill**

Toronto-based Sensibill provides everyday financial tools and makes SKU-level data more actionable, equipping financial institutions with personalized insights to help their customers build healthier financial habits. The AI-powered solution enables end-users to better track spending and manage their finances while unlocking unprecedented insights for the institution. Sensibill has rolled out its technology to over 60 million users across North America and the U.K. Visit [getsensibill.com](https://getsensibill.com/?utm_source=progress-bank-release&utm_medium=press-release) to learn more.

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