

FOR IMMEDIATE RELEASE

## CRIF Select Appoints Robert Christini as Senior Vice President of Sales

**Seasoned auto finance sales leader joins CRIF Select to accelerate growth and strengthen lender partnerships nationwide**

**Atlanta, GA — Jan 21, 2026 — CRIF Select**, a leading provider of credit risk, decisioning, and indirect lending solutions for financial institutions, today announced that **Robert Christini** has joined the organization as **Senior Vice President of Sales**. Christini brings extensive leadership experience and a strong reputation for driving growth and long-term partnerships across the automotive and lending technology ecosystem.

Christini most recently served as **Senior Director of Lender Solutions Sales at Cox Automotive**, where he supported lenders with innovative solutions designed to improve origination performance, increase efficiency, and strengthen portfolio outcomes. In his new role, Christini will lead CRIF Select's sales organization as the company continues expanding its footprint across **credit unions, banks, captives, and auto finance organizations**.

As indirect lending continues to evolve, CRIF Select remains focused on helping lenders compete and grow through a uniquely comprehensive approach—combining **dealer market management, best-in-class loan origination, advanced decision intelligence, and trusted identity verification** to help lenders make faster, smarter decisions across the full loan lifecycle.

**“Rob is a proven leader who understands this market at an incredibly deep level—both the strategy and the day-to-day realities lenders face,” said Jeremy Engbrecht, President of CRIF Select.** “His experience, leadership, and industry credibility make him an outstanding addition to our team. At CRIF Select, we’re committed to being a true lending partner—delivering decision intelligence, origination strength, and flexible solutions tailored to each lender’s goals. Rob’s leadership will help us scale that impact even further.”

**“I’m excited to join CRIF Select at such an important time in the market,” said Robert Christini.** “CRIF Select has built a strong reputation for helping lenders make better decisions and drive performance in indirect lending. I’m looking forward to working with this team to deepen partnerships, expand our reach, and deliver measurable results for our customers.”

For more information, visit **CRIF Select** at [www.crif.us](http://www.crif.us)

**CRIF Select** delivers a modern, end-to-end suite of solutions built specifically for the indirect automotive lending ecosystem. As a trusted partner to **credit unions, banks, captives, and auto finance organizations**, CRIF Select helps lenders strengthen performance across the full lending lifecycle—from dealer relationships and loan origination to decisioning, identity verification, and portfolio outcomes.

With deep industry expertise and a customer-first mindset, CRIF Select is committed to being **a true lending partner**, helping financial institutions compete with confidence in an increasingly complex and fast-moving market.

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