

FOR IMMEDIATE RELEASE

CRIF Select Welcomes Julie Nielsen as SVP of Account Management to Accelerate Client Growth and Enterprise Value

Atlanta, GA – March 2nd, 2026 – CRIF Select, a leading provider of indirect lending solutions for financial institutions, today announced the appointment of Julie Nielsen as Senior Vice President of Account Management.

Julie joins CRIF Select with more than 20 years of financial services leadership experience building and scaling high-performing initiatives across financial institutions, fintechs, and enterprise partners. Most recently serving as Vice President of Channel Partnerships at Open Lending, she played a key role in expanding strategic alliances and driving measurable growth across the automotive finance ecosystem. Known for combining strategic vision with authentic relationship leadership, Julie develops integrated growth strategies that translate collaboration into revenue expansion, client retention, enhanced client productivity, stronger partner enablement, and long-term enterprise value.

In her new role, Julie will oversee CRIF Select's Account Management department, with a focus on account growth, client retention, executive alignment, and revenue expansion across the company's lender portfolio. She will lead initiatives designed to deepen client engagement, optimize performance, and create scalable, repeatable processes that support long-term stability while unlocking innovation.

"Julie is a transformational leader with deep expertise in financial services and automotive finance," said Jeremy Engbrecht, President of CRIF Select. "Her ability to align strategy, metrics, and relationship leadership will strengthen our account management discipline and accelerate growth across our client base. We're thrilled to welcome her to the CRIF team."

Julie's leadership philosophy centers on principled leadership, clear performance metrics, and building teams grounded in integrity and accountability. She will focus not only on expanding strategic relationships, but also on developing talent, strengthening internal alignment, and ensuring clients fully leverage CRIF's integrated capabilities, including digital onboarding, decision engine, loan origination, and dealer management technology.

"I'm proud to join CRIF Select and build on the strong momentum the team has created," said Nielsen. "CRIF delivers best-in-class technology solutions that empower lenders to lead in their markets. I look forward to supporting and developing the team, strengthening client relationships, and contributing to a culture grounded in integrity, accountability, and sustainable growth."

This appointment reinforces CRIF Select's continued investment in leadership that drives enterprise value, strengthens account performance, and expands the company's presence across the automotive lending market.

###