



Heather Parker Promoted to Chief Financial Officer at Balboa Capital

Ms. Parker has served as controller at Balboa Capital since 2018.

COSTA MESA, CA, January 19, 2021 – Balboa Capital, a leading independent financing company that provides growth capital solutions to small businesses and middle market companies nationwide, today announced that Heather Parker has been promoted to chief financial officer, effective immediately. Ms. Parker has served as controller at Balboa Capital since 2018.

“We are pleased to announce Heather’s promotion to CFO,” said Robert Rasmussen, Chief Operating Officer at Balboa Capital. “Heather joined Balboa Capital as a seasoned controller with expertise in all areas of corporate finance and accounting and a deep understanding of capital equipment financing, all of which has proven invaluable to our company. She handles treasury, accounting and tax-related tasks and functions with proficiency and technical knowledge. In addition, Heather manages our credit facilities while also playing an instrumental role in our successful completion of two asset-based securitizations totaling \$610 million. She has clearly demonstrated her ability to lead Balboa Capital in the top finance role.”

Ms. Parker began her finance and accounting career after completing her Bachelor’s Degree in Quantitative Economics at Stanford University in Palo Alto, California. She went on to earn her MBA in Finance and Accounting at the UCLA Anderson School of Management in Los Angeles, California. She is also a California-licensed certified public accountant (CPA). Ms. Parker has more than two decades of professional experience, including stints at Arthur Andersen, LLP; Banc of America Leasing and Capital, LLC; and Commerzbank AG.

“I am honored by the promotion and inspired by the extraordinary support within the company,” said Ms. Parker. “I look forward to taking on new responsibilities and joining an executive team that is dedicated to long-term financial success, and committed to delivering value to our customers and vendor partners.”

About Balboa Capital

Balboa Capital is a technology-driven financing company that provides business owners with fast, hassle-free solutions to fuel their growth and success. The company specializes in small business loans, equipment financing, commercial financing, equipment vendor financing, and franchise financing. Balboa Capital developed an intuitive online platform that simplifies the entire financing process. Calculators provide instant estimates, applications can be completed and submitted in a matter of minutes, and sophisticated credit scoring technology provides instant decisions. To learn more, visit <https://www.balboacapital.com>.