

**For Immediate Release**

**For More Information Contact:**

Justin Zawaly, Chief Growth Officer  
The Business Backer  
513 680 9202| Direct  
jzawaly@businessbacker.com

**THE BUSINESS BACKER HIRES STEVE TOSH AS CHIEF OPERATING OFFICER**

**Cincinnati, OH - December 13, 2013** - For six years, The Business Backer, an Ohio based company specializing in alternative lending for businesses, has provided an important service to the American small business community. At least some of The Business Backer's success can be attributed to its policy of hiring only highly qualified and experienced team members, and that tradition is continuing with the addition of Steve Tosh to The Business Backer's staff.

On November 12, Steve Tosh was brought onto the board as the new Chief Operating Officer of The Business Backer where he is now overseeing operations, IT, underwriting, and analysis as well as working directly with other members of the executive team to plan and execute growth strategies. The company's goal of achieving 600% growth over the next three years was a major factor in the decision to hire Tosh. Jim Salters, CEO of the Business Backer shared, "Steve's resume speaks for itself. His past accomplishments, like building high growth financial operations to hundreds of millions in revenue, are perfect fits given our aggressive goals. We were looking for someone who has 'been there and done that', and we found the perfect fit."

Tosh's background includes 18 years spent with Great American Insurance, the insurance cornerstone of American Financial Group. Beginning as an analyst in a start-up division, Premier Lease & Loan Services, which provided insurance products and services to financial institutions, retailers, and administrators, Steve held a progression of management roles in North America and Europe, culminating with his selection as the President of Premier Lease & Loan Services in 2007. During his career at Great American, the division grew to over four hundred staff and earned \$200M+ in revenue with clients in the United States, Canada and Europe. After his work with Great American Insurance, Tosh started FusionFirst Financial, a successful sales and consulting services company serving insurers, financial services companies and intermediaries.

Part of Tosh's decision to work with The Business Backer came from his positive impressions of the company's vision, which focuses on True Relationship Financing and the actual success of small businesses. The Business Backer was equally impressed with Tosh's experience, knowledge, and chemistry with the team. With a glaring gap at the COO position, The Business Backer knew they had found an ideal candidate.

The addition of Tosh will undoubtedly have a positive impact on The Business Backer's team. The Business Backer's habit of hiring high quality team members will continue to contribute to the success of the organization.

The Business Backer is located at 10101 Alliance Road, Suite 140 in Cincinnati, OH. Learn more about the team and what the company can offer small businesses by visiting [www.businessbacker.com](http://www.businessbacker.com).

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*The Business Backer LLC, headquartered in Blue Ash, Ohio, provides customized funding solutions and advice for small and medium sized businesses. The Business Backer looks beyond credit scores and complex mathematical models to understand a business's situation, goals and potential beneath the surface. This revolutionary approach to underwriting, combined with a team of expert advisors, has allowed The Business Backer to secure more \$130 million in funding for thousands of small businesses across the United States. Founded in 2007, The Business Backer has been recognized as an Inc. 500/5000 company for two years in a row and has received numerous local and national awards for growth, ethics and leadership. Learn more at <http://www.businessbacker.com>.*

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