



# PRESS RELEASE

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## BLAIR DAWSON JOINS NORTH MILL AS CHIEF MARKETING OFFICER

October 7, 2024, NORWALK, CT – North Mill Equipment Finance LLC (“NMEF”), a leading independent commercial equipment lessor headquartered in Norwalk, Connecticut, announced today that Blair Dawson has joined the Company as Senior Vice President and Chief Marketing Officer.

“NMEF has been experiencing significant growth in recent months, expanding its reach across the equipment finance industry. The company’s commitment to diversifying our product offerings and fostering innovative financial solutions positions us for continued success,” said David Lee, CEO. “Blair’s expertise will be instrumental as we continue our expansion and strive to further solidify our place as a leader in the market.”

“I am thrilled to be joining NMEF during such an exciting phase of its growth,” said Dawson. “The team’s dedication to innovation and customer-centric solutions aligns perfectly with my approach to marketing and strategic development. I look forward to collaborating with the NMEF team to build on their success and drive even greater achievements.”

Prior to founding Sterling Rose Marketing & Communications Solutions in June 2023, Blair served as Executive Director & General Manager of the STRIPES Leadership Program, where she spearheaded program growth and leadership development initiatives. Her journey in the equipment finance industry began in 2019 when she joined the National Equipment Finance Association (NEFA) as Vice President of Marketing and Events. Blair holds a Bachelor of Science degree in Marketing from Saint Joseph’s University.

### About North Mill Equipment Finance

NMEF originates and services small to mid-ticket equipment leases and loans, ranging from \$15,000 to \$2,500,000 in value. A broker-centric private lender, the company accepts A – C credit qualities and finances transactions for many asset categories including construction, transportation, vocational, medical, manufacturing, technology, franchise, renovation, janitorial and material handling equipment. NMEF is majority owned by an affiliate of InterVest Capital Partners. The company’s headquarters are in Norwalk, CT, with regional offices in Irvine, CA, Murray, UT and Voorhees NJ. For more information, visit [www.nmef.com](http://www.nmef.com). One of NMEF’s controlled affiliates, BriteCap Financial LLC, is a leading non-bank lender providing small businesses with fast, convenient financing alternatives such as working capital loans since 2003 from its main office in Las Vegas, NV. For more information, visit [www.britecap.com](http://www.britecap.com).

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