



CoreTech Leasing Welcomes New Sales Leader, Barry Steel, Sr. VP of Sales

Newport Beach, CA – August 1, 2018 – Independent technology and equipment lessor, [CoreTech Leasing, Inc.](#), today announces the addition of Barry Steel to their leadership team. Mr. Steel has joined the CoreTech team as Sr. Vice President of Sales. An exceptional leader with an impressive record of achievement in multiple, highly competitive markets for over 25+ years, Barry is known for his abilities to build strategic alliances that position organizations for long-term profitability, productivity and performance. Barry will lead the CoreTech sales and marketing initiatives as the company continues to experience exceptional growth into multiple industry markets including: legal, manufacturing, medical, semiconductor, and education.

As changes in technology and equipment assets and organizational needs continue to accelerate at exponential rates, more organizations across markets are leveraging leasing and financing strategies to better compete—and being an independent leasing company allows for more flexibility. According to the ELFA, equipment and software investment continues to expand and new business volume continues to expand at a healthy pace, and this trend is expected to maintain solid momentum throughout 2018, according to the ELFA.

Barry was most recently President of Capital Fleet Solutions which consulted with several commercial banks in the automotive dealer space and included a total portfolio of 500,000 vehicles. Prior to Capital Fleet Solutions, Barry was the Senior VP of Global and Strategic Accounts for Donlen Corporation where he designed and executed strong strategic visions that resulted in being acquired by Hertz Corporation for a record valuation. Barry also served as VP of Salesforce Development for GE Capital Fleet Services for nearly a decade where he developed programs to track sales, customer satisfaction, and coordinated pricing across the business.

Scott McFeters, President of CoreTech Leasing, remarked, “We are exceptionally pleased to have someone of Barry’s caliber join our team and help lead our growth in the right direction that both builds our relationships in the market and strengthens our sales team’s abilities to deliver top tier service and solutions. We look forward to Barry’s experienced leadership, integrity and expertise and welcome him to the team.”

Barry added, “If you like owning, you will love leasing. Leasing can provide organizations all of the flexibility of ownership, and the financial benefits of leasing. The people at CoreTech are what makes them a preferred partner with their customers. Scott has built an exceptional organization at CoreTech which is demonstrated by CoreTech’s stellar industry reputation. I am honored to be joining the team as leader of exceptional people, and will look forward to taking the team—and the company—to the top.”

About CoreTech Leasing, Inc.

CoreTech Leasing is a premier independent technology and equipment lessor with exceptional expertise in the technology and equipment leasing and financing needs of law firms, corporations, medical and educational institutions, and the semiconductor industry. CoreTech Leasing provides blue chip customer service and lease administration and exceptionally transparent master lease documents. CoreTech is based in Newport Beach, CA. For more information on CoreTech Leasing, visit us on the web at www.coretechleasing.com, connect with us on [LinkedIn](#), and follow us on [Twitter](#) @CoreTechLeasing.

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