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Equifax Appoints Laura Wilbanks as Chief Marketing Officer

ATLANTA, Aug. 1, 2017 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced the appointment of Laura Wilbanks as Chief Marketing Officer, succeeding Trey Loughran, who recently assumed the role of President of United States Information Solutions (USIS).



"Laura's rich leadership experience with our company, her ability to respond to the changing marketplace, and her tremendous capacity for thoughtful, strategic engagement with our customers, make her the ideal candidate to continue to grow our world-class marketing team," said Richard F. Smith, Chairman and Chief Executive Officer at Equifax.

Wilbanks, a well-established and successful Equifax executive, joined the company in 1998 as business development lead for the Telecommunications vertical. In 2000, she was named a vice president of the company and has since served in positions of increasing responsibility including leadership roles in market development, market insights and planning, and product management. For three years, Wilbanks led the company's strategy, pricing, and insights teams, and in 2013 was named Senior Vice President and Senior Marketing Officer of USIS.

In this role, Wilbanks delivered on both short and long-term revenue objectives by creating and executing against a three-year strategic plan, identifying acquisition opportunities, launching strategic pricing initiatives, developing new products and technology platforms, optimizing sales channels and enabling strong demand generation programs. Most notably, Wilbanks transformed the general marketing approach by creating tailored industry vertical marketing teams to drive targeted go-to-market approaches, which helped drive innovation to its highest level in USIS and resulted in one of the strongest USIS Vitality Indexes since its inception.

Prior to joining Equifax, Wilbanks worked in the Telecommunications Industry, first with GTE (now Verizon) and then AT&T where she held a number of leadership roles in channel marketing and sales management.

Wilbanks earned her business degree from the University of Washington, Michael G. Foster School of Business.

About Equifax

Equifax is a global information solutions company that uses trusted unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business

and personal decisions. The company organizes, assimilates and analyses data on more than 820 million consumers and more than 91 million businesses worldwide, and its database includes employee data contributed from more than 7,100 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,900 employees worldwide.

Some noteworthy achievements for the company include: Named to the Top 100 American Banker FinTech Forward list (2015-2016); named a Top Technology Provider on the FinTech 100 list (2004-2016); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2017); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative Companies (2015-2016). For more information, visit www.equifax.com.

FOR MORE INFORMATION

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