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# Equifax Announces SVP of Product, Data & Analytics for Consumer Business

## **Rick Eiel joins the Global Consumer Solutions Business to Lead Product Strategy and Innovation**

ATLANTA, Dec. 8, 2020 /PRNewswire/ -- Equifax (NYSE: EFX) today announced the appointment of Richard (Rick) Eiel as the new Senior Vice President of Product, Data & Analytics for the Global Consumer Solutions (GCS) business unit.



In the newly created role, Eiel is charged with product strategy and innovation to better meet the evolving needs of Equifax consumers. He reports to Beverly Anderson, President of GCS.

"Product Innovation and strong analytic insight are critical to the growth of GCS and are key components of our business transformation," said Beverly Anderson, President of Global Consumer Solutions for Equifax. "Rick is the right leader to help leverage our cloud data and technology investments, and to drive new products and innovation that benefit our customers and consumers."

The new GCS leadership role aligns product strategy, innovation, and data & analytics to customize and create solutions for Equifax consumers. "I am energized to have Rick's deep

expertise helping drive our product strategy as we create better and more helpful consumer experiences," said Anderson.

Eiel joins Equifax from Wells Fargo Card, Retail and Merchant Services, where he served as Head of Strategy and Analytics. Most recently, he successfully drove acquisition and innovation analytics and strategies for the General Purpose and Co-Brand Credit Card portfolios, Customer Experiences, and New Product Development. Prior to that, Eiel served as Senior Vice President, Sales Strategy, and Product Analytics, during which he expanded the central sales organization for inbound and outbound phone sales and completed an originations system migration.

Eiel has held similar roles at Chase Card Services, GE Capital Consumer Card Company, and Chase Manhattan Bank. He received his BA in Finance as well as his MBA from the NYU Stern School of Business.

Eiel will be based in Atlanta, Georgia.

#### **ABOUT EQUIFAX INC.**

At Equifax (NYSE: EFX), we believe knowledge drives progress. As a global data, analytics, and technology company, we play an essential role in the global economy by helping financial institutions, companies, employees, and government agencies make critical decisions with greater confidence. Our unique blend of differentiated data, analytics, and cloud technology drives insights to power decisions to move people forward. Headquartered in Atlanta and supported by more than 11,000 employees worldwide, Equifax operates or has investments in 25 countries in North America, Central and South America, Europe, and the Asia Pacific region. For more information, visit [Equifax.com](http://Equifax.com)

#### **For more information**

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