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Equifax Announces New Chief Marketing Officer

Lindsay Parker to Lead Global Marketing Organization and US Information Services Marketing teams

ATLANTA, April 9, 2020 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) has named Lindsay Parker to a new global role as its enterprise Chief Marketing Officer and US Information Services (USIS) Marketing Officer. In this innovative dual position, Parker will lead the corporate marketing strategy as well as the USIS sales and revenue enablement efforts, which will result in a highly aligned and focused growth agenda. Parker will also serve as a key member of Equifax's senior leadership team.



Parker is a growth-focused leader with strong marketing experience who most recently was the Head of Global Marketing for Sabre Travel Network, one of the world's largest providers of airline and hotel technology solutions. In this role she was accountable for Product, Segment and Field Marketing, as well as Brand Marketing and Communications and Sales Enablement.

"Lindsay is a seasoned marketing and transformative leader who has implemented end-to-end marketing strategies, re-engineered go-to-market strategies and has a track record of driving market share growth," said Mark W. Begor, Chief Executive Officer of Equifax. "She has the experience and expertise in sales enablement, brand growth and overall capability building to accelerate Equifax's position in our markets around the world."

Prior to Sabre, Parker held executive roles at BlackBerry, Avaya, and Cisco Systems. She received her Bachelor's from UC Berkeley, an MBA from Saint Mary's College, and is a graduate of the Executive Leadership Program at the Stanford Graduate School of Business.

Parker will join the Equifax team effective April 13, 2020. She will relocate from Dallas, Texas, to Atlanta, Georgia, in the near future.

ABOUT EQUIFAX INC.

Equifax is a global data, analytics, and technology company and believes knowledge drives progress. The Company blends unique data, analytics, and technology with a passion for serving customers globally, to create insights that power decisions to move people forward. Headquartered in Atlanta, 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 11,000 employees worldwide. For more information, visit Equifax.com and follow the company's news on [Twitter](#) and [LinkedIn](#).

For more information:

Mediainquiries@equifax.com

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