



**INTERNATIONAL FACTORING
ASSOCIATION**

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International Factoring Association Names Heather Villa to Managing Director

Pismo Beach, CA– July 19, 2012– The International Factoring Association (IFA) is pleased to announce the promotion of Heather Villa to Managing Director. Heather has been the Communications Director at the IFA since 2003. She will now work alongside Bert Goldberg, Executive Director, managing the business affairs of the association. She will continue to assist the Executive Director with event planning, speaker selection and contract negotiations for all training seminars and conferences, including the annual Factoring Conference.

"Heather has been a vital asset to the IFA since day one," Goldberg said. "There's no one more qualified for this position. She brings energy and enthusiasm and I look forward to her insight."

Previously, Heather was Office Manager and Technical Support Technician for Distinctive Solutions Corporation, a software company focused in the financial services industry. Heather has a Bachelor's degree in Business Administration with a concentration in Management Information Systems from Cal Poly San Luis Obispo. She has also worked in the aerospace and transportation industries.

"Bert has created such a remarkable resource for the factoring and commercial finance industry over the years. I have witnessed firsthand the invaluable relationships that have been created because of the educational and networking opportunities that he has provided to the industry. I am excited for this opportunity and am proud to work alongside him as the IFA and factoring industry continues to grow."

About the International Factoring Association

Headquartered in Pismo Beach, California and with over 400 corporate members, the International Factoring Association is the largest association of commercial finance companies in the world. Members include factoring companies, asset based lenders and other receivable finance companies. Since 1999, the International Factoring Association has provided a forum for member organizations to meet and discuss issues and concerns, share best practices, disseminate information and promote a single voice to the marketplace. The principal spokesperson for the factoring and receivable finance industry is the International Factoring Association's Bert Goldberg. For more information visit www.factoring.org