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LendingTree Appoints Sam Yount as Chief Marketing Officer

CHARLOTTE, N.C., Jan. 7, 2016 /PRNewswire/ -- LendingTree® (NASDAQ: TREE), the nation's leading online loan marketplace, today announced that Sam Yount has joined the company as its new Chief Marketing Officer. Based in LendingTree's Burlingame, CA office, Yount will lead the company's marketing operations and continue to build the LendingTree brand as it expands into new financial service categories with innovative product offerings.



"After an exhaustive search, we're excited to welcome Sam to the LendingTree team, who brings with him a tremendous amount of digital marketing and product experience," said Doug Lebda, founder and CEO of LendingTree. "Sam has successfully led marketing initiatives at disruptive high-growth financial services firms in Silicon Valley and has pioneered some of the most revolutionary ad technology in the space. Sam has the creativity, vision and in-depth, hands-on knowledge of each marketing channel needed for future growth as we accelerate our business and continue to build the LendingTree brand."

"I have followed LendingTree for most of my career and witnessed its evolution," said Sam Yount. "I am thrilled to join this incredible team and know that we have the talent and vision to build on the strong growth LendingTree has accomplished. It's an exciting time to join LendingTree as we have an opportunity to truly disrupt and simplify online lending for both partners and consumers."

Yount is a marketing veteran with more than 10 years of financial technology marketing experience. Prior to joining LendingTree, Yount served as VP of Marketing at FutureAdvisor where he assembled the marketing team and drove substantial revenue growth prior to an acquisition by BlackRock. He was also the VP of Marketing at Personal Capital, leading both consumer acquisition efforts and business development, and led online marketing for Scottrade, driving substantial growth through the financial crisis of 2008.

About LendingTree

LendingTree (NASDAQ: TREE) is the nation's leading online loan marketplace, empowering consumers as they comparison-shop across a full suite of loan and credit-based offerings. LendingTree provides an online marketplace which connects consumers with multiple lenders that compete for their business, as well as an array of online tools and information to help consumers find the best loan. Since inception, LendingTree has facilitated more than 55 million loan requests. LendingTree provides free monthly credit scores through [My LendingTree](#) and access to its network of over 350 lenders offering home loans, personal loans, credit cards, student loans, business loans, home equity loans/lines of credit, auto loans and more. LendingTree, LLC is a subsidiary of LendingTree, Inc. For more information go to www.lendingtree.com, dial 800-555-TREE, like our [Facebook page](#) and/or follow us on Twitter [@LendingTree](#).

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