



**FOR IMMEDIATE RELEASE**

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**LIFTFUND HIRES ISAAC ELIZONDO VP OF NORTH REGION  
TO EXPAND SMALL BUSINESS LENDING IN NORTH TEXAS**

**DALLAS** – LiftFund, a nonprofit small business lender, names Isaac Elizondo as Vice President of Lending for the North Texas Region. Isaac brings more than 15 years of expertise in financial management and sales to LiftFund and experience as an entrepreneur. In this leadership role, he will oversee the growth of small business lending and education, along with strengthening partnerships with community organizations and banks.

“I am excited to join LiftFund, a nonprofit organization that has a tremendous track record in providing support and credit to small businesses who are often left out of the financial mainstream,” said Isaac Elizondo, Vice President of Lending, North Texas Region. “I look forward to growing our impact by serving more entrepreneurs with diverse backgrounds and building on our strong partnerships.”

“Adding Isaac to our team builds on the momentum of nearly 20 years in North Texas; we believe with Isaac our support to underbanked small businesses and support communities’ commitment to growing small business will strengthen. We are delighted to bring on leadership who aligns with our mission and vision of an equitable financial playing field,” said LiftFund President and CEO Janie Barrera.

Since 1999, LiftFund has provided nearly \$40 million in small business loans to over 2,800 deserving entrepreneurs in North Texas. For every \$1 LiftFund provides in capital, there is a \$14 positive economic return in local economies.

Isaac held branch leadership positions with banking institutions such as JPMorgan Chase and BBVA Compass for nearly a decade, where he led his retail branches to become nationally-ranked in efficiency and executive leadership. He began his career in sales and management positions with Texas-based companies, where he oversaw daily operations and growth strategies. Prior to joining LiftFund, Isaac owned an insurance agency in Dallas, where he provided services for new businesses and commercial developments, and managed diverse professional and consumer portfolios.

**About LiftFund**

LiftFund is a financial and business-support service organization that helps entrepreneurs strengthen their businesses, stabilize and increase their incomes, create employment and contribute to the economic



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revitalization of their communities. Since 1999, LiftFund has served the North Texas' small business economy and provided more than 2,800 entrepreneurs with over \$40 million in small business loans. LiftFund has one of the largest microlending portfolios in the nation, and is committed to providing capital to business owners who do not have access to funding from commercial sources. Since its inception in 1994 in San Antonio, Texas, LiftFund has made over 19,000 business loans totaling more than \$270 million across its 13 state footprint – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, New Mexico, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee and Texas. To learn more about LiftFund visit [www.liffund.com](http://www.liffund.com).