

Financial Health Score Innovator VeraScore Appoints President Amidst Company Growth

The company welcomes Scott Waldron as they take on their first client

SAN FRANCISCO, CA: May 17, 2023 - [VeraScore](#), an AI application for measuring consumers' financial health, is happy to announce that it has hired Scott Waldron as the company's President. The addition of Scott signifies VeraScore's growth as it has recently onboarded its very first client.

Scott has more than two decades of leadership experience at firms such as Valassis (now Vericast) and Experian. In his new role as President, he will be responsible for business development strategy and customer acquisition to drive company growth and scale.

"I'm confident that Scott is the perfect addition to our team," said Geff Woodward, CEO of VeraScore. "Scott's financial industry experience will aid in bolstering VeraScore's expertise in order to supplement current and future investments."

The hire comes on the heels of VeraScore's first onboarded client, [Frontier Wealth Strategies](#). Adding another senior manager to the VeraScore team will be essential as the company grows and continues to expand its reach.

About VeraScore

VeraScore (<https://www.myverascore.com/>) is an innovative AI application for measuring and managing financial health. The SaaS-based technology allows lenders to more accurately assess the true strength of a borrower's financial position while promoting financial literacy for consumers and helping them to build financial health and become more attractive to lenders.

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