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**LiftFund hires two key women leaders to help propel the microlender to a new level**

**SAN ANTONIO – (February 2, 2022)** -- San Antonio-based microlender LiftFund is pleased to announce the hiring of Amy H. Hereford, who will serve as General Counsel & Director of Government and Community Affairs.

Hereford is licensed to practice law in California and Texas. She represented local and national businesses as a litigation partner with Barton, East & Caldwell, PLLC and previously with McKenna, Long and Aldridge LLP (now Dentons) in San Diego. She also served as the president and board chair of the Alamo Heights Chamber of Commerce.

"It is truly a pinnacle of professional success for me to join LiftFund and support its mission of economic justice for all by cultivating generational impacts in families through small-business lending," Hereford said. "I am humbled by the opportunity to work with this nationally-renowned organization and combine my legal experience and deep interests in social responsibility and economic morality."

Hereford was also the founder of a consulting company specializing in bar exam preparation for prospective Texas attorneys, and a college business and ethics law professor. She earned her law degree from The University of Texas School of Law and holds a bachelor's degree in philosophy and economics from Trinity University. Hereford is a native of El Paso and resides in San Antonio with her family.

LiftFund recently also hired Ronita Pinckney to serve as the agency's first Chief People Officer. Pinckney's strengths lie in people, performance, process, change management and organizational development. Pinckney received a bachelor's degree from Wayland Baptist University and an MBA in Strategic Leadership and HR Management from Trident University.

Pinckney most recently was the Division Director, Organization and Talent Development, for Texas icon, and one of San Antonio's most recognizable companies, Whataburger. She wore the Orange for 15 years and created programs that nurtured, engaged, and developed employees. Pinckney is also a U.S. Air Force veteran and received national and federal recognition for her accomplishments in process improvement and reengineering to include Rochester Institute of Technology and USA Today Quality Cup (RIT/USA), Chief of Staff Team Excellence award to name a few.

"This is such a wonderful opportunity and a wonderful organization; LiftFund's values toward inclusion and diversity directly align with my own," said Pinckney. "It's been rewarding to embrace and contribute to LiftFund's mission and evolution as we move into the next year."

Pinckney's father is also an AF Veteran, so she grew up traveling from state to state and country to country. Although born in Illinois, Texas is where she and her family call home.

These two women, the latest C Suite Level hires for LiftFund, are instrumental in the organization's future development and its ability to serve its mission fully and successfully, said LiftFund CEO and President Janie Barrera.

"The hiring of both Hereford and Pinckney strengthens LiftFund's leadership team and broadens our expertise as we continue evolving to lift small businesses," Barrera said. "LiftFund has really come a long way from our inception in 1994 and we are excited about our future and our continued support for small businesses."

### **About LiftFund:**

LiftFund is a nonprofit small business lender that transforms lives by opening doors and leveling the financial playing field in entrepreneurship. Established in 1994, LiftFund provides responsible capital and business education to small business owners and aspiring entrepreneurs. LiftFund has supported San Antonio small business owners with over \$83.6 million in small business loans. Since its inception, LiftFund has made nearly 24,900 loans totaling more than \$413.6 million across its 15-state footprint, which includes: Alabama, Arkansas, California, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma, South Carolina, Tennessee, New York and Texas.