



**FOR IMMEDIATE RELEASE**

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## **LiftFund veteran promoted to market director in South Texas**

**McALLEN, TX – (March 7, 2022)** – San Antonio-based microlender LiftFund is proud to announce the promotion to market director of one of its own — Marlene Rodriguez. The impact of her promotion will be felt throughout the entire South Texas region where she will strengthen her relationships with key leaders and expand LiftFund’s support for small businesses.

Based in McAllen, Rodriguez has served small businesses of the South Texas region for more than 21 years as a senior loan officer for LiftFund, providing more than \$21 million in funding to small businesses in the community, an average of \$1 million per year since she joined LiftFund. As part of her new job role, Rodriguez will now be able to offer larger loans of up to \$500,000 in the Rio Grande Valley.

“This promotion allows Marlene to further her dedication and commitment to her clients, community, and our mission,” said LiftFund President and CEO Janie Barrera. “No one knows

Rodriguez works each day to help her clients scale their small businesses by helping them secure the funding they need. Over the course of the pandemic, she helped local small businesses stay afloat, then stabilize and now flourish through her hard work and commitment to her community, Barrera said.

Rodriguez will continue serving McAllen and South Texas business owners, fostering relationships, and developing responsive funding programs and support for small businesses in the region.

“I am grateful to take our work and mission to the next level.” said Rodriguez. “In addition to growing the support for our small business community, I will continue to do what I enjoy the most, guiding and championing small business owners in their journey to success.”

### **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, in San Antonio, Texas, LiftFund provides responsible capital and business education to small business owners and aspiring entrepreneurs. LiftFund has supported South Texas small business owners with over 25,000 \$40.2 million in small business loans. Since its inception, LiftFund has made over loans

totaling more than \$415 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.