



# MEDIA ALERT

## **EFG Attracts Top Finance and Accounting Executives**

**DALLAS, TX (October 22, 2019) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced the hiring of two financial professionals who, with their combined 50 years of experience, will provide a valuable resource in EFG's efforts to innovate new solutions for its automotive retail dealers, lenders, and agents. Neha Parikh assumes the role of Chief Financial Officer and Ben Cantrell, CPA will serve as Vice President, Treasurer and Controller.**



As CFO, Neha Parikh brings almost 30 years of experience in financial management at Fortune 100 and mid-size companies to her role. At EFG, Neha will utilize her extensive experience in financial and business planning, resource allocation, and financial reporting to provide strategic direction, decision-support, and leadership for EFG's accounting and financial planning division. Neha's managerial and consulting experience spans companies like GoDaddy, ADP, Verint, Cox Enterprises and AT&T, where she served in various capacities ranging from Executive Director to Business Unit CFO. She received her MBA in Finance from San Jose State University, and her BBA in Financial Accounting from Mumbai University.



Ben Cantrell brings two decades of experience in finance, accounting, operations and retail automotive to his role as Vice President, Treasurer and Controller. In this role, Ben will analyze complex processes and systems to plan and implement dynamic solutions with a focus on cost savings and cash flow optimization. Prior to EFG, he served as Chief Financial Officer for Seniority, Inc., and for Senior Quality Lifestyles Corporation. Ben also served as Audit Supervisor for Lane Gorman Trubitt, PLLC, and as Staff Accountant for RSF Partners. Ben is a certified public accountant and received his Bachelor of Business Administration from Baylor University. He also received an MS in Accounting and his MBA in Accounting and Corporate Finance from the University of

Dallas.

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### **About EFG Companies**

EFG Companies drives the industry's highest-reported compliant F&I profitability through its distinct engagement model in which the company operates as an extension of the dealer's management team. EFG addresses total dealership performance, and its client satisfaction Net Promoter score is higher than national corporate leaders such as Nordstrom, Ritz Carlton, and Amazon. Learn more about EFG at: [www.efgcompanies.com](http://www.efgcompanies.com)