



DEBORAH REUBEN, CLFP

Founder and President, Reuben Creative

Board Member, Equipment Leasing and Finance Association

Member, Monitor Editorial Board

Member, National Equipment and Finance Association

As a technology strategy advisor, author and speaker, Deborah Reuben works to catalyze new thinking and explore the art of the possible through her extensive technical knowledge, equipment finance experience and passion for challenging the status quo.

Earlier in her career, she worked in system design and development, including professional experience in financial services at Wells Fargo and TCF and the software industry at HCL and Linedata Capitalstream. Reuben led multiple innovation efforts, including the team that won the 2007 ELFA Operations and Technology Excellence Award.

Reuben specializes in industry trends and strategic direction, often working with leaders struggling with technology adaptation and what it means for their business as the industry continues to evolve rapidly.

Reuben's approach to technology is holistic and relatable, intended to help clients understand potential impacts and discover new opportunities. Additionally, she provides experiential workshops so leaders and teams can have a clear understanding of the technologies that will transform their businesses.

In addition to her work on the ELFA's Board of Directors, Reuben chairs the ELFA's Technology Innovation Working Group and serves on the Monitor Editorial Board. She is the author of *The Certified Lease and Finance Professionals' Handbook*, 6th and 7th editions, and is the recipient of both the CLFP Foundation Cindy Spurdle Award of Excellence and the ELFA Michael J. Fleming Distinguished Service Award.

“With one eye on industry disruption and the other on engaging teams to think differently about their business, Deb is a one-woman wrecking ball,” says TCF President and Chief Executive Officer Craig Dahl. “She has a curious mind and is always looking for the next technology step forward. She has a tremendous work ethic and is totally self-motivated. When I left a large leasing company to start a new one, Deb was

VISION FOR THE FUTURE:

“I like to imagine the impact a seismic shift in thinking about technology and innovation can accomplish across our industry. With accelerating technology and the rise of female leadership, we can create entirely new experiences based not on past practice but on future possibilities and unprecedented collaborations.”



among the original eight people that I recruited. When I assumed overall direct responsibility for the entire technology business and strategy for a mid- sized bank, I worked with Deb in a consulting role to help with the consolidated organizational design and staffing models. That design is still in place nearly 5 years later.”

Another client adds, “She’s a unique combination of a tech-savvy visionary, big-picture problem-solver and collaborative work partner/facilitator, and also quirky and playful.”