

BIOGRAPHIES



STEVE CADDEN
PRESIDENT AND CHIEF OPERATING OFFICER
SHARED SERVICES DIVISION TRANSFIRST HOLDINGS, INC

TransFirst's President of Shared Services and Chief Operating Officer, Steve Cadden joined the company in 2007. With more than 20 years of industry leadership experience, Cadden focuses on identifying and implementing key technologies and processes to maximize performance for TransFirst's customers while enhancing the operational efficiencies between each of the core business units. He oversees the company's efforts to streamline operations for the entire merchant lifecycle from new account boarding through ongoing merchant support. Cadden is responsible for credit and risk management, as well as boarding operations, merchant support, retention, pricing management, and creation of a shared sales support function.

Cadden held previous positions as Senior Vice President for Project Management and Vice President for Telesales, Cross Sales and Retention for TransFirst. Along with the executive team, Cadden was responsible for orchestrating the successful 2008 launch of the company's 16,759 square-foot telesales facility in Aurora, Colorado.

Prior to joining TransFirst, Cadden served as Vice President and Chief Operating Officer of Sales for the First Data Commercial Service Revenue Sharing Alliance (RSA) group. In that position, he directed the operation of the sales program for its nearly 1,500 team members. Cadden is a talented business entrepreneur who owned and operated a successful, multi-location retail business that was sold in 1999.

Cadden earned a bachelor's degree in finance from Virginia Tech University. He resides in Broomfield, Colorado, with his wife and two children. He enjoys golfing and skiing in his spare time.