

# BIOGRAPHIES



**STEVE RIZZUTO**  
**PRESIDENT OF INDEPENDENT SALES SERVICES**  
**TRANSFIRST HOLDINGS, LLC**

A seasoned industry executive, Steve Rizzuto brings more than 18 years of sales management experience serving the electronic payments industry. Rizzuto has established himself as one of the industry's true sales professionals, providing growth-oriented leadership in various capacities over his career.

In his role with TransFirst, he leads the company's Independent Sales Services division, which manages the company's ISO and ISA partners. This includes full P&L responsibility, integrating sales, and client management. He previously was responsible for further developing and expanding TransFirst's direct field sales alliance presence, and played an integral role in the launch of TransFirst's new, \$4 million Telesales center, which opened in June 2008 in Aurora, Colorado.

Prior to joining TransFirst, Rizzuto led numerous sales teams at NaBanco Merchant Services and First Data Corporation. He has been responsible for more than 1,000 field sales executives in support of more than 35 bank partner programs, in addition to formulating many startup sales teams. Rizzuto has also been an integral contributor for integrating various sales divisions as a result of acquisitions and mergers, including Brown Forman, C.E.S., and Concord.

Rizzuto holds a Bachelor of Science in applied economics and a Master of Business Administration in management from Hofstra University. He lives in Dix Hills, New York, with his wife and two daughters.