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## LendingTree Announces New Chief Marketing Officer, Brad Wilson

CHARLOTTE, N.C., July 10, 2017 /PRNewswire/ -- [LendingTree®](#) (NASDAQ: TREE), the nation's leading online loan marketplace, today announced that Brad Wilson has joined the company as its new Chief Marketing Officer. Effective immediately, Wilson will oversee LendingTree's brand strategy, marketing operations and consumer engagement as the company continues to expand into new financial service categories.



"We are thrilled to welcome Brad to the LendingTree team," said Neil Salvage, President of LendingTree. "His digital and offline experience, leadership abilities and history of delivering record growth and profitability will play a vital role in supporting LendingTree's continued growth."

Wilson joins LendingTree with a highly successful track record of driving growth and profitability for recognizable consumer brands. In his previous role at Travelocity, Wilson was instrumental in the company's performance turnaround, revitalizing the Travelocity brand in North America prior to the company's sale to Expedia, Inc. Wilson was then appointed General Manager of the Travelocity business inside of Expedia, Inc., where he was responsible for the retail operations and profitability of the business, brand strategy, marketing efficiency and customer lifecycle management. He successfully led the company through its highest level of profitability and new customer growth on record in its first full year of integration into the Expedia portfolio of brands.

"LendingTree was a pioneer for online financial product comparison shopping and has been a leading consumer e-commerce brand for nearly two decades," said Wilson. "I have always been inspired by the mission of the company and its pro-consumer focus. I am even more impressed with the culture that LendingTree has cultivated to support the company's growth. It is incredibly exciting to join such a talented and committed group of professionals, and I'm honored to be a part of a leadership team that carries such a sharp focus and commitment for improving the financial marketplace experience for consumers and lenders alike."

Doug Lebda, founder and CEO of LendingTree added, "As we continue to improve our market position, expand into new categories and scale our business, it's imperative to bolster our leadership team with executives of this caliber to support future growth. Brad's unique leadership experience and strategic omni-channel marketing approach will undoubtedly support our growing portfolio of consumer-centric products and services."

**About LendingTree**

LendingTree (NASDAQ: TREE) is the nation's leading online loan marketplace, empowering consumers as they comparison-shop across a full suite of loan and credit-based offerings. LendingTree provides an online marketplace which connects consumers with multiple lenders that compete for their business, as well as an array of online tools and information to help consumers find the best loan. Since inception, LendingTree has facilitated more than 65 million loan requests. LendingTree provides free monthly credit scores through My LendingTree and access to its network of over 450 lenders offering home loans, personal loans, credit cards, student loans, business loans, home equity loans/lines of credit, auto loans and more. LendingTree, LLC is a subsidiary of LendingTree, Inc. For more information go to [www.lendingtree.com](http://www.lendingtree.com), dial 800-555-TREE, like our Facebook page and/or follow us on Twitter @LendingTree.

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