



Jeff Richardson

SENIOR VICE PRESIDENT, MARKETING AND COMMUNICATIONS

Jeff Richardson spearheads media-relations for the organization to help assure consumers, lenders, policy makers and professionals within capital markets and credit bureaus understand the value of VantageScore's inclusive credit-scoring models. He also hosts "THE SCORE" Podcast where he interviews industry innovators and thought leaders.

Mr. Richardson has been involved with VantageScore since its inception in 2006. At that time he was Managing Director at Starkman & Associates, a New York City-based public relations firm, and served as VantageScore's PR counsel during the launch of VantageScore 1.0. He subsequently joined VantageScore full-time in an executive capacity.

Most recently he led the launch of VantageScore 4.0 to the marketplace, leveraging branding, advertising, digital outreach, and social media, as well as media relations to get the word out about the organization's inclusive approach to credit scoring.

Mr. Richardson is a graduate of West Virginia University and completed the Wharton Executive Development Program.