



NEWS RELEASE

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Fintech platform WayThru names top industry veteran Jason Yates as new Client Operations and Engagement Director

Yates joins the pioneering AI-based debt resolution software company to lead national rollout after successful beta

GREENVILLE, S.C. – WayThru, an industry-leading AI-based digital platform for managing and resolving debt obligations, has announced that Jason Yates has joined as the company’s first Client Operations and Engagement Director. WayThru, which harnesses advanced machine learning technology to offer its clients a cutting-edge omnichannel debt resolution portal, helps businesses modernize and streamline their recovery processes, while providing a more pleasant and productive experience for all parties. Yates will primarily focus on expanding WayThru’s presence in the following industries: legal services, utilities, automotive, credit and collections, and buy now, pay later (BNPL) companies.

For over 20 years, Yates served as Senior VP at Shellpoint Mortgage Servicing, a publicly traded mortgage servicing company serving clients throughout the United States. Yates has extensive management experience leading teams in the mortgage and consumer finance industries specializing in collections, loan servicing, special servicing, document custody, and customer service. Prior to Shellpoint Mortgage Servicing, Yates spent nearly a decade as Senior Director at Resurgent Capital Services.

“No one in the industry is accomplishing what WayThru is and it’s exciting to be a part of a team that’s setting new standards in the industry,” said Yates. “With all the recent talk about AI, there’s still a knowledge gap of how AI-based platforms, like WayThru, can assist companies in improving their operations. WayThru innovates like a startup but with the track record, foundation, and scalability of a market leader.”

Yates is a Veteran of the U.S. Marine Corps and has extensive experience managing the lending, collections, and recovery efforts at the national level. Yates’ diversity of skills and experience will expand WayThru’s impact as the brand continues to introduce new levels of innovation and efficiency to accounts receivables management.

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Media contact: William Henderson | (864) 233-3776 | williamh@jdpr.com



About WayThru

Standing at the forefront of financial technology innovation, WayThru harnesses the power of AI technology, creating a platform that provides clients with an easy solution to debt relief. WayThru believes in treating people with humanity by offering a modern, but empathetic approach to debt recovery. WayThru is not just a software company – it is a community dedicated to helping people get back on their feet. To learn more about WayThru's services, visit WayThru.com.