



James Olson joins BarterPay in preparation for massive growth and expansion

Hamilton, ON, July 24, 2019 – James Olson, CCE, C.DIR, is joining BarterPay as Chief Administrative Officer (CAO) effective August 6, 2019. Olson brings decades of progressive leadership experience from the financial industry and will focus on developing a workplace culture that is well positioned and prepared for exponential growth and expansion.

“At BarterPay all signs point to significant growth and we believe James can add tremendous value in supporting our vision,” says John Porter, Founder and CEO, BarterPay. “With James’ leadership and vast experience building high-functioning teams, we are well prepared to scale BarterPay across the country and see our vision of creating an innovative barter marketplace come to life for both the profit and charitable sectors.”

Olson was most recently the President of FirstOntario Credit Union. Known for his innovative and versatile leadership style, his influence was evident in FirstOntario’s strategies and workplace culture. Through Olson’s leadership, FirstOntario experienced remarkable growth and profit, seeing the successful opening of seven new branches and two acquisitions of smaller credit unions.

He held multiple senior leadership roles during his tenure with FirstOntario, beginning with Vice President, Human Resources in 2008. His extensive industry knowledge and strong performance led to his appointment of Executive Vice President and Chief Administration Officer in 2012, and Executive Vice President and Chief Operating Officer in 2015.

“I’m incredibly honoured to join the BarterPay team and contribute to what I anticipate is one of the most positively disruptive industries in Canada,” says Olson. “The opportunity to scale the barter industry, develop a dynamic team and build stronger communities through the BarterPay It Forward Foundation is tremendous.”

In the short-term Olson plans to immerse himself in the business to better understand the nuances, challenges and opportunities. Over the longer term he'll focus on creating a sustainable organizational structure that has all the people and processes in place to flourish and develop.

"Meeting John and the BarterPay leadership team happened at just the right time for me," says Olson. "I've been reflecting on my future and how it would unfold. The next phase had to be purpose driven and meaningful. Supporting the great work of BarterPay and the BarterPay It Forward Foundation is exactly the challenge I was waiting for."

About BarterPay

BarterPay is Canada's national business-to-business barter system headquartered in Hamilton, Ontario. Established in 1996, BarterPay helps businesses get what they need without spending cash by leveraging their idle inventory or downtime. Last year, BarterPay brokered over \$35 million in barter transactions between its member businesses. The network currently represents close to 4000 SME's in 22 Canadian cities. BarterPay is scaling up and will grow to 40,000 members across the country by 2025. Learn more at www.barterpay.ca.

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