



News Release

Executive Changes at PULSE *Jennifer Schroeder Transitions to Lead Product Strategy; Jim Lerdal Promoted to Head Operations*

HOUSTON, January 22, 2020 – PULSE, one of the nation’s leading debit/ATM networks, has named Jennifer Schroeder Executive Vice President, Product Management. Schroeder previously was Executive Vice President, Operations. She takes over from Judith McGuire, who recently moved into a new executive role with Discover Financial Services, PULSE’s parent company.

In her new role, Schroeder will focus on growing Discover® Debit and continuing to expand PULSE capabilities. Schroeder will maintain PULSE’s emphasis on offering competitive payment choices that accommodate consumers’ shifting buying behavior and their increasingly digital lifestyles.

“Throughout Jennifer’s more than six years at PULSE, and 20 years at Discover, she has succeeded in creating best-in-class client service organizations,” said Dave Schneider, President of PULSE. “We look forward to her ongoing contributions to PULSE’s success as she leads our product strategy.”

In addition, PULSE has elevated Jim Lerdal to Executive Vice President, Operations. Lerdal previously was Vice President, Fraud Operations and Compliance for PULSE, and he successfully led the enhancement of PULSE’s DebitProtect® fraud-detection service, as well as the operational implementation of a robust anomaly-detection program. In his new role, Lerdal will continue the focus on operational excellence in support of PULSE clients and infrastructure.

About PULSE

PULSE, a Discover Financial Services (NYSE: DFS) company, is one of the nation’s leading debit/ATM networks. Financial institutions, merchants, processors and ATM deployers across the United States and around the world depend on PULSE’s comprehensive suite of products and services and its commitment to providing exceptional client service, flexibility, security and superior economics. PULSE serves as a resource for debit education, research and knowledge drawn from more than three decades of industry experience. For more information, visit pulsenetwork.com. For insights into the latest payments industry trends, visit [Payments & You](#).

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