

# THE LENDING LINK

POWERED BY GDS LINK



podcast

*Taking a Deeper Dive into the  
Future of Data, Decisioning and  
Credit Risk Solutions*

# ABOUT THE *Lending* LINK

The Lending Link Powered by GDS Link is a podcast hosted by Rich Alterman and designed for the modern-day lender. Each episode deeply delves into innovation within the financial services industry and transformation efforts, including AI / ML integration, Modeling, Risk Management Tactics, and redefining Customer Experiences.

GDS Link launched The Lending Link to explore unique strategies for the modern-day lender, dive into the innovative advancements GDS Link and our partners are currently developing and delivering, and gain insights from captivating guests within the FinTech, banking, and credit union worlds.

We have a wide range of guests from various lending institutions and diverse organizations who talk about strategies, technology, and everything in between.

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## TOPICS FOR *Discussion*

The Lending Link covers various areas and topics within the Banking, Credit Unions, Alternative Lenders, and Specialty Lenders industry, some of which we highlight include:

- Machine Learning Credit Decisioning
- Analytics
- Buy Now, Pay Later
- Collections & Debt Management
- Consumer Lending
- Credit Risk Management
- Credit Unions
- Customer Management
- Fraud
- Loan Originations & Decisioning
- Marketing Services
- Marketplace Lenders
- Open Banking
- Small Business Lending
- Underwriting, Fraud, ID Protection, and so much more!

Interested in Another Topic?

[SUBMIT IT HERE](#)

# GET TO KNOW GDS LINK

GDS Link is a global leader in credit risk management, providing tailored software solutions, analytical and consulting services. Our customer-centric risk management and process automation platforms are designed for the modern lender in their pursuit to capitalize on the entire credit lifecycle.

By providing a personal, consultative approach and leveraging our own industry-leading knowledge and expertise, GDS Link's solutions and services deliver exceptional value and proven results to thousands of clients around the world



## GDS LINK

### MEET THE *Host:* *Rich Alterman*

Rich is passionate about helping the modern lender stay competitive in today's ever-changing environment. With more than 40 years devoted to credit risk management in consumer lending, Rich leverages his experience to collaborate on GDS Link's business development, product evolution, credit consulting and strategic partnerships.

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# STEPS TO RECORDING AN EPISODE OF THE *Lending* LINK

**Step 1: Confirmation of Date and Time:** When a guest is interested in participating in an episode of The Lending Link, GDS Link will coordinate a time and date that works with the guest's schedule and then send confirmation details.

**Step 2: GDS Link Sets up a Zoom Meeting and Outlook Calendar Reminder Invitation:** The podcast is recorded on Zoom, where we capture the audio and video files that we will promote on GDS Link's social media, blog, and distribute via email. An Outlook calendar reminder is sent to the guest with access details for the recording session.

**Step 3: Confirmed Guest will Need to Send the Following Information:**

- High-resolution headshot of a minimum of 150 DPI
- An up-to-date bio
- 3-5 interesting facts about them that are not included in their bio. For example, I like to paint, play chess, run marathons, visit ancient ruins, etc.
- Provide their Twitter handles and social media accounts
- Notify GDS Link if compliance needs to approve the final recording before releasing

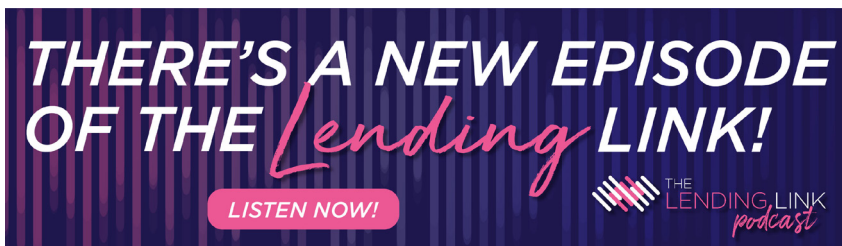
**Step 4: Suggested Talking Points will be Provided:** GDS Link will send an outline of potential talking points for the episode so the guest can prepare before recording the session.

**Step 5: Recording Reminder:** GDS Link will send the guest a reminder email the day before the recording session that will include a reminder about the recording session details; date, time, access link, etc.

# EPISODE *Promotion*

Each episode is distributed and promoted in the following ways:

- Distribution to all major platforms, including Apple, Spotify, Amazon Music, etc.
- Detailed written show notes summarizing the entire interview.
- Customized branded imagery in various formats for social media.
- Episodes are posted to GDS Link's LinkedIn, Twitter Feeds, and Blog. We request that guests share the tagged social posts on their platforms with their networks.
- Episode is distributed in the "GDS Link Digest" which reaches over 55,000 contacts.



# HOW IT *Works*

Setting up and recording the interview takes 30 minutes to an hour. After the recording session is completed, the GDS Link production team handles everything else! Here are a few quick facts:

1. Interviews are recorded via Zoom, where we capture video and audio, and it takes 30 roughly minutes from start to finish.
2. The guest will receive an email and Outlook calendar reminder invitation link to join the call.
3. The Lending Link is a bi-weekly podcast.
4. GDS Link shares each episode of the Lending Link with thousands of contacts! Episode distribution includes multiple social media posts, email campaigns, blog posts, and live on platforms like Apple Podcast, Google Play, Spotify, and Amazon Music.

# FULL *Episodes* CAN BE FOUND ON:



TELL YOUR *Story* ON THE *Lending* LINK...

*Let's get talking!*

Confirm your date and time with The GDS Link team, email [TheLendingLink@GDSLink.com](mailto:TheLendingLink@GDSLink.com).

*Follow Us!*

