



**Mark Allen**  
**Head of Strategy and Product**  
**Development - Digital Direct Lending**  
**GM Financial**  
**Fort Worth, TX**

Mark's career includes over a decade of experience in corporate strategy and product management. Mark currently leads Strategy and Product Development at GM Financial, pioneering growth initiatives and exploring new business ventures.

Previously, Mark was responsible for lease and loan programs with over \$20B per annum of origination volume in U.S. and Canadian markets, supporting over 4,000 franchise dealerships and GM divisions of Chevrolet, Buick, GMC, and Cadillac.

Outside of career endeavors, Mark remains active in civic engagement through social impact investing alongside social enterprises aimed at addressing economic inequalities. Mark has co-founded and scaled various social impact programs that provide employment and housing for developmentally disabled adults and veterans.

Mark earned his B.S. in Accounting from W.P Carey School of Business at Arizona State University, and an MBA from McCombs School of Business at University of Texas at Austin.

During his time at McCombs, Mark was fortunate to serve his class as Treasurer on the Executive Graduate Business Council and was a recipient of the EMBA Legacy Fellowship.