Press Releases

ClassWallet Appoints Former Dude Solutions' Senior Manager K-12 Sales, Bryan Coble, as its Vice President of Sales

MIAMI, November 3, 2020 – Financial technology company ClassWallet has appointed Bryan Coble, an accomplished and successful K-12 education market sales leader, to the position of vice president, sales. Coble will lead and expand the sales organization within ClassWallet for the company's TeacherWallet and other products.

Prior to joining ClassWallet, Coble worked at Dude Solutions, a software-as-a-service (SaaS) provider of operations management solutions for education and other market segments. During his nearly 15 year tenure, he served in a variety of sales roles including senior account manager, regional manager, national inside sales manager and finally senior manager K-12 sales. Coble was a member of the company's President's Club 12 times, consistently exceeded sales goals and helped develop a successful inside sales model and go-to-market strategy to target K-12 and higher education accounts.

"Bryan has a strong background in developing focused market strategies and driving client acquisition," said Jamie Rosenberg, ClassWallet founder and CEO. "His more than 15 years of sales leadership and experience selling into the school district finance office should prove to be a great asset to ClassWallet as we expand our team and vision for the market."

"ClassWallet has played a pioneering role in bringing cutting-edge financial technology into the education market," said Coble. "I look forward to helping the company expand its market position and accelerate its growth."

Coble graduated from North Carolina State University with a bachelor's degree in political science. He will be based in Raleigh, N.C. where he resides with his wife Kelly and their two children.

About ClassWallet

Founded in 2014 and headquartered in Miami, ClassWallet (www.classwallet.com) is a financial technology company providing a spending management platform for teachers, employees and parents who make day-to-day purchases but typically are not provided with purchase cards. The company's two products for teachers and parents focus on ease and flexibility for the end-user, and unparalleled control and fraud mitigation for administrators.

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