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IDology Appoints Christina Luttrell as CEO



News Desk

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IDology, a GBG company, today announced Christina “Chris” Luttrell has been appointed as CEO. Previously COO of IDology, Ms. Luttrell has been with the company for 13 years and has been critical to the success of its product-centric and customer-focused approach to the identity verification and fraud markets. John Dancu, CEO of the company for 15 years, will continue in an advisory role.

Ms. Luttrell was recognized in 2018 by One World Identity as a top 100 influencer in identity verification. She has been named one of the leading women in security by *Security Magazine* and in 2019 was selected as one of Atlanta’s Women Who Mean Business by the *Atlanta Business Chronicle*.

“Chris is the right leader at the right time for IDology,” said Chris Clark, CEO of GBG. “She is extremely well-prepared to lead the company to its next phase of product innovation and market-leading success. Chris has made significant contributions to the success of IDology and will continue to spearhead advancements in the global identity verification market.”



In her 13 years with the company, Ms. Luttrell has moved up the ranks and succeeded in taking leadership roles in customer service, product, marketing, **technology** and operations. Under her direction, IDology has achieved a 99 per cent customer retention rate and rapid revenue growth over the last decade. Ms. Luttrell has significantly advanced the company's technology and positioned it for global growth with the addition of new innovations that help organizations stay ahead of constantly shifting fraud tactics with identity verification that makes it easy to deter fraud while removing friction from the customer experience.

“I’m honored to be chosen as CEO and to follow in the footsteps of John Dancu, who has done a remarkable job of leading our company to tremendous growth,” said Ms. Luttrell. “With fraud increasing in complexity and consumer expectations high, identity verification has become a strategic consideration for businesses everywhere. I look forward to leading IDology to new heights while bringing safe, effective identity verification to **companies** worldwide.”



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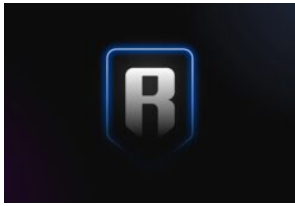
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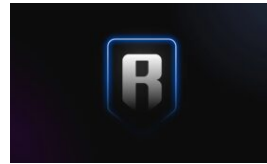
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