



Dan Pace, is Chief Financial Officer and Chief Executive Officer of First Financial, an organization dedicated to providing a broad spectrum of financial services to its clients including; equipment leasing, SBA loans, commercial mortgages, as well as secured and unsecured lines of credit. He attended Penn State and played middle linebacker before entering the financial world. After six years as a commodities broker Dan relocated to Florida. Dan initially joined First Financial as Sales Director and continuously advanced to his current position as CFO and CEO. His experience as a commodities broker and entrepreneur have served him well in his positions with First Financial. His main objective as CEO has been to develop vendor relationships with not only large organizations but to reach out to the smaller up and coming vendors to provide their customers with leasing and financing options. As CFO, Dan has worked diligently to ensure that his portfolio performance remains stellar in order to provide his clients with the most competitive financing programs available.