



WE'RE OFF TO THE CREDIT RACES!

2026 REGIONAL MEETINGS FORT WAYNE: *BIOGRAPHIES*



AI IN CREDIT: WHAT WORKS IN PRACTICE
JORDAN ESBIN, CEO & Founder, Credit Pulse

Jordan has a proven track record of helping Fortune 500 companies design and execute robust risk management programs. With deep expertise across credit, financial, reputational, and political risk, he founded Credit Pulse to bring a more modern, data-driven approach to credit management. Today, he leads the company's mission to help credit teams detect risk earlier and make faster, more confident decisions with AI-powered insights.



THE 5 C'S OF CREDIT IN REVIEW
CAROLINE PERKINS, CCE, Credit Manager, Mickey Thompson Performance Tires

Caroline has been in the credit industry for 40 years. She has served as credit manager for Mickey Thompson Tires, a wholly-owned subsidiary of the Goodyear Tire & Rubber Company, for the past 38 years. She earned her CCE certification in 2012 from NACM and has participated in numerous credit interchange groups throughout the years. She is the winner of the "12th Man Award" in 2012 and the "Ironman Award" in 2014 from Mickey Thompson Tires.



GUARDING AGAINST DECEPTION
AMY COOK, CCE, Retired, Credit Manager

Amy recently retired from being a Regional Credit Manager for McNaughton McKay Electric Company. She worked as a credit/AR professional since 1999. She has a BA from Spring Arbor University in Management and Organizational Development. Additionally, Amy has served as a board member for NACM Connect.



BEING INTENTIONAL WITH CREDIT RISK RETENTION AND RISK TRANSFER
JOHN CORNELL, Founder, Crescendo Trade Risk

John Cornell is the Founder of Crescendo Trade Risk, a specialty trade credit insurance brokerage built on a simple belief: people are smart, and nobody likes being sold to—especially about insurance. He's known for mixing straight talk with dry humor. Before launching Crescendo, John was an asset-based lender, where he learned the fastest way to understand a business is to watch what happens when customers don't pay. That experience permanently cured him of



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FORT WAYNE: *BIOGRAPHIES*

optimism-based credit decisions and taught him that cash flow is the KPI that never lies.

John later spent nearly a decade with Allianz Trade, the world's largest insurer of trade receivables. There, he saw firsthand how credit insurance works when it's done right—and how it doesn't when it's rushed, oversold, or forced to fit a carrier's quarterly goals.

At Crescendo Trade Risk, John takes a different approach. He doesn't push companies to buy insurance. He assumes they'll buy on their timeline, not the carrier's—and when

they do, he plans to have them be around for decades. The focus isn't closing deals; it's building long-term partnerships that help companies sell more, sleep better, and avoid learning credit lessons the expensive way.

2026 REGIONAL MEETINGS

APRIL 7 – KANSAS CITY
APRIL 8 – CINCINNATI
APRIL 9 – WICHITA
APRIL 14 – GRAND RAPIDS
APRIL 16 – DETROIT
APRIL 21 – INDIANAPOLIS
APRIL 23 – CHICAGO

MAY 5 – PITTSBURGH
MAY 6 – FT. WAYNE
MAY 7 – CLEVELAND
MAY 12 – BUFFALO
MAY 14 – WORCESTER
MAY 19 – OMAHA
MAY 21 – MILWAUKEE



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