

## **Kevin King**

### **Director of Product Marketing**

Kevin King has nearly a decade of experience in managing fraud, identity, and credit risk through the combination of unique data and advanced analytics. Since joining ID Analytics in 2007, he has helped leading online lenders, peer-to-peer marketplaces, traditional financial institutions and leading telecommunications companies grow safely - finding ways to grow business, without growing risk. King is the author of several ID Analytics white papers on fraud trends, analytic innovations and best practices; and holds a B.A for the University of Colorado.