

# Interview with eCapital's CEO **MARIUS** **SILVASAN**

Marius Silvasan has built eCapital into a fast-growing financial technology firm through an ambitious and impactful M&A strategy. With the successful development of a proprietary technology-driven platform, eCapital is transforming financing for small-to mid-size companies. Under Silvasan's leadership, eCapital has grown into a multi-disciplinary team of over 700 employees which, to date, has helped 30,000+ businesses garner more than \$36 billion in financing to fuel their growth.

**BY MICHELE OCEJO**



**Silvasan has been instrumental in the organization's formative acquisitions, including Accutrac Capital, Bibby Financial Services, Gerber Finance, Paragon Financial, Prosperity Funding, REV Finance Group (factoring portfolio), Advantedge Commercial Finance (UK), Flexible Funding, InstaPay and UMB Bank (Accounts Receivable Financing division portfolio). Strategically uniting this select group of companies has resulted in eCapital being a single, powerhouse brand in the alternative finance industry.**

**Geographically, Silvasan has expanded the global footprint of eCapital beyond the U.S. borders with offices in the U.K. and Canada.**

**Prior to his leadership role with eCapital, Silvasan was CEO and director of ONE Bio Corp and Tele Plus World Corp. He has decades of experience in structured finance, syndication, and mergers and acquisitions. He holds a BBA and an MBA from HEC University in Montreal.**

**When we last spoke in 2021, you indicated you wanted eCapital to continue to grow and to acquire additional smaller players and portfolios. Could you provide an update?**

We have experienced remarkable revenue growth over the past three years, largely fueled by the success and expansion of our US ABL group and UK factoring business. This progress has been driven by our strategic initiatives, successful acquisitions, and an influx of demand for alternative funding options, especially during challenging market conditions that limited access to traditional sources.

Additionally, our recent entry into the healthcare industry through eCapital Healthcare has allowed us to provide fast, flexible, and technology-enabled financial solutions tailored to the unique needs of our healthcare clients. These developments, combined with our innovative technology stack, firmly establish us as an emerging fintech platform, and we are confidently continuing on our rapid growth trajectory.

**Is M&A still an important part of your growth strategy?**

M&A remains an important component of our growth strategy, but we are now more selective in the types of acquisitions we are pursuing. We now place more weight on acquisitions that allow us access to new verticals or financial products and technologies that can help progress and expand our fintech platform. Cultural and strategic fit as well as scalability are also important elements being considered. Organic growth is our main driver and the ability for an acquisition to accelerate that is a key consideration as we solidify our position as a leader in the alternative finance industry.

**What are your goals for the business for the rest of the year, and what do you see as the industry's most pressing challenges right now?**

Our goals for the rest of the year are to continue to provide industry-specific support and tailored, tech-enabled financial solutions to

address the challenges faced by small and medium-scale businesses in different sectors. Beyond the over 80 industries we serve, we are particularly focused on the following four sectors:

- **Transportation:** As the freight industry slowly emerges from disruptions caused by the pandemic and freight recession, we intend to continue offering assistance in navigating supply chain disruptions, acquiring goods, and managing increased operating costs amid inflation and reduced consumer demand.
- **Staffing:** Recognizing the thriving demand for staffing jobs, we intend to empower the staffing industry with the necessary financial resources it needs to support its ongoing boom.
- **Healthcare:** We recognize the significant challenges faced in the healthcare sector, including staffing shortages, supply chain disruptions, and inflation. Our objective is to offer healthcare facilities the capital they need during these challenging times, understanding the difficulties they encounter in obtaining financing.
- **Consumer Goods:** In the face of economic uncertainty, the consumer goods market must attract new buyers and enhance its value proposition. By offering swift and flexible financing options, we aim to assist companies in overcoming challenges like fluctuating demand, supply chain disruptions, and margin pressures resulting from volatile material prices. This additional working capital enables consumer goods companies to implement growth strategies, such as expanding into new markets or launching innovative products.

As we move forward, our overarching vision is to empower businesses across industries, by offering financial solutions that cater to their specific needs and help them emerge stronger from the post-pandemic landscape. By tackling these pressing challenges head-on and leading the way in transforming capital delivery, we are committed to ensuring the success, stability, and growth of our valued clients throughout the year and beyond.

**What role, if any, has technology played in your decision-making and the opportunities you see over the next year or so?**

Technology has played a pivotal role in our decision-making and will continue to be a driving force in seizing opportunities over the next year. At eCapital, we have harnessed the power of proprietary technology, including AI and machine learning, to effectively manage risk, streamline the application process, and make fast yet informed decisions. This enables us to meet market demand efficiently while providing excellent customer service and building strong relationships with SMBs.

We are also increasing the use of technology in our sales strategy. Through technology, we are now able to connect to a variety of fintech platforms providing complementary financial services. This connectivity allows us to magnify our ability to

generate quality leads, convert these leads into clients and substantially grow our business while being able to mine available data to assess and manage credit risk.

Looking ahead, technology remains at the forefront of our strategic vision. Our advanced technology allows us to scale and support a growing number of SMBs, providing the reliability, stability, and efficiency required to cater to the market that needs us most. Embracing technology empowers us to continue innovating, access crucial information promptly, and operate more efficiently, reducing expenses and better serving our client's financial needs.

### **Is the labor shortage fueling the growth of staff companies? Are more people trying “temp work”?**

The labor shortage is undeniably shaping the staffing sector, with industries like healthcare experiencing a surge in demand for flexible workforce solutions. This trend has further emphasized the critical role that staffing companies play in meeting the ever-changing workforce demands. As a result of our substantial track record of successful fundings and proven expertise, we have become a sought-after partner for staffing companies seeking financial resources.

We have indeed noticed a rise in the number of individuals exploring temporary work opportunities. The increasing demand for flexible work arrangements has led more people to seek the diverse job opportunities that temporary work offers.

With our well-prepared approach and ability to work with whatever happens in the staffing market, we are confident in our capacity to navigate through the complexities of the labor shortage. As staffing companies rely on us as their preferred financial partner, we strive to continue providing top-notch solutions that meet their needs and help them thrive in the competitive market.

### **Speaking of the labor shortage, what do you think the industry could do to attract more recent graduates?**

I believe there is immense value in providing enriching experiences that actively engage students and cultivate their potential. As leaders in this field, it is our collective responsibility to nurture the next generation of finance professionals, thereby strengthening the industry's future.

This past summer, we proudly introduced our first-ever internship program, a strategic collaboration with a local university near our corporate office. Its success lies in the comprehensive exposure it offers to our field. Interns spend time in each department and division, gaining insights into the various aspects of working in finance. While it's true that programs like this exist within the companies of our peers, by collectively showcasing and expanding these initiatives, we can significantly impact the industry and attract exceptional candidates who will make a meaningful difference in shaping the future of finance.

There are rewarding career paths to be found in the finance industry, and we are curating a team of experts to guide our

growth. We envision a prosperous future for finance and by supporting the next generation of finance professionals, the entire industry will benefit.

### **How do you attract and retain top talent in our competitive industry?**

I can confidently say that we are attracting top talent, especially from those who are seeking the experience of a fast-moving company. Professionals are drawn to our wide range of solutions, flexibility, and technology. We are actively curating a team of experts which now exceeds over 700 employees, and our exciting career opportunities at all levels offer the chance to be at the forefront of our initiatives, driving forward the next phase of our growth and contributing directly to our success story. Culturally we want everyone to feel like a winner and understand the importance of positive contributions. To this end, earlier this year, we formally launched the eCapital Unit Incentive Plan, which we call the U Plan. The plan is specifically designed to reward all employees based on eCapital's success. The plan was very well received by our team and sent a clear message that “we all win together”.

### **Do you have a business philosophy you could share?**

Certainly, my business philosophy is best captured through an analogy that I've relied on for over three decades in business. Think of it as comparing business development to piecing together a puzzle – simple yet incredibly effective. Start with a calculated overview, envisioning the end goal and its shape. Then, let that high-level strategy shift into actionable tasks, each designed to address “how,” “what,” and “where” in execution. Momentum comes from maintaining resolute commitment, focus, and hard work. And of course, being prepared for distractions and curveballs is essential; anticipate and adapt to setbacks while navigating challenges. This principle has not only shaped my trajectory, but is embedded in eCapital's evolution. Just like putting puzzle pieces together one by one, our business growth story has unfolded through strategic moves – from acquiring top talent to savvy investments and more - all converging toward our end objective: to become the leading provider of financial solutions to SMBs. 📌

*Michele Ocejo is SFNet director of communications and editor-in-chief of The Secured Lender.*