

Inceptia Welcomes Mike Lubben as Vice President of Business Development

Inceptia has hired Mike Lubben as Vice President of Business Development. In his new role, Lubben will report to president and chief executive officer Randy Heesacker and will lead the organization's sales team.

Lubben brings a wealth of sales experience to the post, including most recently as Vice President, Sales, for on-demand solutions provider VoltDelta Resources. There, he established an initial sales team, created marketing strategies and developed financial and pricing models for Ondemand Solutions, a brand-new division.

He has served as a senior-level executive with CRM Technology Ventures, a division of ICT Group, where he led a team in developing new business and business from non-government accounts.

During his career, Lubben also has been involved in sales and management for call center companies including APAC Customer Service, Call Interactive and ITI Marketing Services. At Finali Corporation, his performance on the executive management team helped lead to a multi-million-dollar sale of the organization to Convergys.

"Mike brings a valuable for-profit perspective to our organization," Heesacker said. "During the past several years, we have evolved our role of how we support our school clients. Mike will help us continue to develop results-oriented solutions that speak directly to what educational institutions really need today."

Lubben says he is pleased to be joining Inceptia at this exciting time in the organization's history.

"The student loan landscape is changing dramatically," Lubben said, "and Inceptia is at the forefront of helping schools reach out to individuals to help them repay their student loans and receive financial education. I'm happy to be a part of the Inceptia team and to help the organization provide client-focused ideas, data and relationships that will get results."