



# MEDIA ALERT

## EFG Appoints Industry Veteran Jay Hartmann as Chief Operating Officer, Driving Operational Excellence and Future Growth

**DALLAS, TX (January 20, 2026) EFG Companies today announced that Jay Hartmann has been promoted to Chief Operating Officer, focusing on corporate scalability and cross-functional alignment as the company positions itself for future growth. As a 21-year EFG employee, Jay has consistently demonstrated exceptional leadership, strategic insight, and an unwavering commitment to operational excellence.**

"Over the past eight years alone, Jay's leadership in claims administration, platform development, and operational administration has resulted in nine national awards and certifications recognizing EFG's commitment to customer service excellence," said Jennifer Rappaport, President and CEO of EFG Companies. "Known for his highly analytical approach, Jay has been instrumental in streamlining complex workflows, strengthening operational infrastructure, and managing critical relationships with EFG's vendors and partners across multiple lines of business. His strategic mindset, deep institutional knowledge, and proven ability to scale operations make him the ideal leader to help guide EFG through its next phase of significant growth in the years ahead. I am personally excited to have Jay join our executive team."

Prior to joining EFG, Jay served as a Sales Management Supervisor and National Account Manager at ADP Dealer Services (now CDK Global, Inc.), where he managed CRM pricing and deal structuring across North America and Canada, and led major re-engineering initiatives that delivered significant gains in productivity, accuracy, and efficiency.

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### About EFG Companies

For nearly 50 years, EFG Companies has provided consumer protection programs for vehicles and residences across seven market channels. The company's strategic intent is to build sustainable market differentiation and profitability for its clients and partners, including dealers, lenders, manufacturers, independent marketers, and agents. EFG's award-winning engagement model is built upon the belief that the company serves as an extension of its clients' management teams, providing ongoing F&I development, training, product development, compliance, and nationally recognized product administration with an ASE-certified claims team. Learn more about EFG at: [www.efgcompanies.com](http://www.efgcompanies.com)