Jay Whitehead Joins Asure as Senior Vice President of AsurePay(TM) and Marketplace

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Seasoned executive, entrepreneur, and HCM thought leader to drive innovation and foster strategy partnerships at fast-growing payroll provider

AUSTIN, Texas, Jan. 07, 2025 (GLOBE NEWSWIRE) -- Asure (NASDAQ: ASUR), a leading provider of cloud-based Human Capital Management (HCM) software solutions, announced today that serial HR and pay technology pioneer Jay Whitehead has joined to lead its AsurePay™ Platinum VIP Banking card and Marketplace businesses.

Jay Whitehead founded *Human Resources Outsourcing Today* magazine and HRO World conferences, and led or helped lead media companies including CRN, PC Magazine, UPSIDE and Daily Journals, and HR, PEO and payment companies including Ultimate Software, TriNet, employeeservice.com, Rideau Recognition, PeopleDoc and recently, LeagueNetwork.com and ReentryCenters.com. He earned a BA from UCLA and a strategic finance certificate at Harvard Business School.

“Our payroll clients representing nearly two million employees tell us they want AsurePay™ Platinum VIP Banking, whose features even beat cards with $75,000 deposit minimums. Jay’s experience and energy gives Asure the winning hand to realize our large card and marketplace opportunities,” said CEO and Chairman Pat Goepel.

“Asure’s employer and payroll customers will want AsurePay™ Platinum VIP Banking to be at the top of their wallet. It’s 2025, about time for working folks, especially non-exempt workers who are underbanked, to get all the banking benefits of high earners,” said Jay Whitehead, Asure’s Senior Vice President. “And the Asure Marketplace is a deep well of value for companies who can help Asure’s largely untapped payroll base access value in financial and consumer products and services.”

About Asure

Asure (NASDAQ: ASUR) provides cloud-based Human Capital Management (HCM) software solutions that assist organizations of all sizes in streamlining their HCM processes. Asure's suite of HCM solutions includes HR, payroll, time and attendance, benefits administration, payroll tax management, and talent management. The company's approach to HR compliance services incorporates AI technology to enhance scalability and efficiency while prioritizing client interactions. For more information, please visit www.asuresoftware.com.

Contact Information:
Patrick McKillop
Vice President, Investor Relations
617-335-5058
patrick.mckillop@asuresoftware.com