

THE SECURED Lender

Putting Capital To Work



SFNet's 2025
40 Under 40
*Meet the future leaders
of your industry*



SFNET'S 40 UNDER 40 PROFILES
BUSINESS DEVELOPMENT

■ **JEFFREY AUSTIN**
SVP, Business Development
SLR Digital Finance and
SLR Business Credit

Jeffrey Austin is a rising star in New York's secured finance and lending landscape. He is a senior vice president of business development for SLR Digital Finance and SLR Business Credit, a leading provider of asset-based lending solutions for lower and middle-market digital media and C&I companies. Jeffrey plays a significant role in driving the company's growth across commercial banking relationships, venture capital and venture debt funds as well as other partnerships. He is the Young Professional chair of the SFNet New York Chapter, hosting frequent networking events in NYC to foster relationships across the secured finance industry. Additionally, he is an active member of the Turnaround Management Association (TMA) and the New York Institute of Credit (NYIC). Jeffrey is a graduate of the University of California Santa Barbara and a San Diego native.

How did you get started in the industry? What drew you to it?

I got started in secured finance through a combination of interest in structured lending and a desire to work in a fast-paced, dynamic environment. My first job in the industry was inside sales at a fintech factoring company that provided working capital solutions to digital media businesses. What specifically drew me to working with digital media companies was the unique nature of their assets and revenue models. Most media and ad tech companies fall outside traditional ABL models at banks given slower paying AR and unique payment dynamics from the advertiser down to the supplier. Structuring creative financing solutions in this space requires a deep understanding of both the companies themselves and the broader market forces shaping the industry. I thrive in the challenge of assessing risk, structuring deals, and building relationships with clients who are driving innovation. Every deal is different, and the ability to provide liquidity and working capital to businesses at crucial moments makes the work both engaging and rewarding. It's an exciting space, and I look forward to continuing to grow within it.

What advice would you give to other young professionals looking to build a successful career in secured finance?

For young professionals looking to build a successful career in secured finance, my biggest advice is to develop both a strong technical and credit foundation and a deep understanding of the industries you're financing. Secured lending is all about structuring deals that mitigate risk while providing businesses with the capital they need to grow. That requires a solid grasp of credit, the collateral you're lending on, and financial modeling—skills that will set you apart early on.

Equally important is developing strong relationships. Finance is a relationship-driven industry, and whether you're working with borrowers or referral partners, your ability to communicate effectively and build trust will be key to long-term success. Seek out

mentors, ask thoughtful questions, and take the initiative to learn from experienced colleagues.

Another critical skill is adaptability. Every deal is different, and industries evolve quickly—especially in spaces like digital media, where advertising strategy and capital shift constantly with marketer demands. Stay curious, keep learning, and be open to new structures and strategies.

Finally, be proactive. Whether it's taking on additional responsibilities, networking, or staying updated on market trends, the more initiative you show, the more opportunities you'll create for yourself in this competitive and rewarding field.

What strategies do you employ for networking and building meaningful professional relationships?

Networking and building meaningful professional relationships in secured finance requires a combination of strategic outreach, genuine engagement, and long-term relationship management.

One of the key strategies I use is being intentional with networking. Before each conference or event, I review attendee lists and reference prior notes I've taken on various folks and firms in attendance, so I'm prepared when I see them in person. Rather than just collecting contacts, I prioritize meaningful conversations with colleagues and reference recent deals their firms won, tidbits from prior conversations, etc. Whether it's industry peers, clients, or senior colleagues, I aim to add value to the relationship rather than just seeking something in return.

I also emphasize consistency in relationship-building. A single meeting or email isn't enough to create a lasting connection. I make it a habit to follow up soon after industry events, schedule periodic catch-ups, and invite them to SFNet events I'm organizing in New York City. Staying engaged helps keep relationships active and fosters trust over time.

CONGRATULATIONS TO

JEFF AUSTIN

SLR DIGITAL FINANCE AND SLR BUSINESS CREDIT is proud that our colleague has been selected as an SFNet 40 Under 40 Award winner.



Jeff Austin
SVP, BUSINESS DEVELOPMENT
SLR DIGITAL FINANCE AND SLR BUSINESS CREDIT

Jeff Austin is in our business development team and based in New York City. He is with our SLR Digital Finance team and specializes in financing Adtech and digital media businesses. His specialty has in no way inhibited his efforts in selling other ABL and factoring products. His territory is throughout the United States, and we are privileged to have Jeff as a colleague.

Our best wishes to all 40 Under 40 recipients.



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