

## MEMBER SPOTLIGHT



John Higginson  
Chief Technology Officer  
Enova

**Enova** was founded in Chicago in 2003 with the Mission of helping hardworking people get access to fast, trustworthy credit. What started as a handful of employees and one product in the U.S. has grown to about 1,300 employees and multiple products across the U.S., U.K. and Brazil.

Enova delivers credit to individuals and small businesses almost entirely online, so the technology and advanced analytics powering their products — and the talented people behind them — are key to the company's success. Through Enova's lending and funding businesses, customers can apply, receive an appropriate credit decision and get access to services online. Decisions happen in real-time using 16 terabytes of data, 1,000+ variables, predictive models and machine learning.

As Enova's business has grown and the market becomes more competitive, speed-to-decision and greater agility in evolving their products and capabilities to meet consumer preferences has been a key differentiator. Their flexible online platform and real-time analytics enable Enova to quickly scale, adapt and launch new products. As an example, a few years ago they launched Enova Decisions to offer real-time decisioning to businesses. And earlier in 2019, Enova introduced a direct line



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of credit product for their NetCredit brand to provide customers with greater flexibility.

As Enova’s Chief Technology Officer, John Higginson has experienced how Illinois’ supportive technology environment, proximity to some of the top universities in the country and large talent pool are integral to Enova’s growth and success. “A vibrant tech ecosystem made

up of businesses, leaders, educational institutions, nonprofits and other organizations are critical to the continued growth of tech businesses and jobs in the state,” John says. “The Illinois Chamber of Commerce is a big part of that, serving as an advocate for tech businesses, keeping members informed about policies that impact our industry, connecting organizations throughout Illinois and amplifying Enova’s mission and voice throughout the community.”

And while Enova is now a \$1 billion public company, as one of Chicago’s largest FinTech companies, they are as committed as ever to strengthening Illinois’ tech community and business environment — and fostering the next generation of diverse tech talent. That’s why Enova supports local organizations like Code Platoon, hosts meetups for coding groups, and founded the Chicago Women in Tech conference (now in its fourth year). In addition, John is personally active in the Chicago and Illinois tech communities, including serving in a leadership capacity for the Illinois Technology Association, Hyde Park Angels and ARA Chicago.

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