

# GreenSky Joins American Fintech Council (AFC) Board of Directors to Lead Future Responsible Innovation in Financial Services

*Leading fintech platform brings expertise in merchant-integrated lending to advocate for transparent and responsible credit solutions*

Atlanta, GA (June 16, 2026) – The [American Fintech Council \(AFC\)](#), the largest industry association representing both responsible fintech companies and innovative banks, announced the addition of GreenSky to its board of directors. GreenSky, a leading financial technology company providing point-of-sale financing solutions, will help guide AFC’s advocacy for responsible innovation and a more transparent, consumer-centric financial system. As an AFC board member, **GreenSky CEO Ritesh Gupta** and his team will play a critical role in shaping modern regulatory frameworks for the evolving digital lending landscape.

“GreenSky has established itself as a pioneer in point-of-sale financing, particularly in the home improvement sector” said **Phil Goldfeder, CEO of the American Fintech Council**. “We are thrilled to welcome Ritesh to our Board of Directors, where his deep operational experience and commitment to responsible lending will be invaluable as AFC continues to advocate for a modern financial regulatory framework that protects consumers and fosters responsible innovation.”

GreenSky offers a digital platform that enables a network of merchants and providers, to offer financing solutions directly to their customers, helping individuals manage major expenses related to home renovations through structured, transparent financing options. GreenSky provides technology and operational support for origination and servicing activities, ensuring a best in class, seamless experience for both businesses and consumers.

“At GreenSky, our mission has always been to provide consumers with the financial flexibility they need through a seamless and transparent experience,” said **Ritesh Gupta, CEO of GreenSky and new member of AFC’s Board**. “Joining the American Fintech Council’s Board allows us to work alongside other industry leaders to ensure that the future of financial services is built on a foundation of responsibility, consumer trust, and clear regulatory standards. We look forward to contributing to the critical policy discussions that will shape the industry for years to come.”

A standards-based organization, the American Fintech Council is the largest and most diverse trade association representing financial technology (fintech) companies and innovative banks. On behalf of over 150 member companies and partners, AFC promotes a transparent, inclusive, and customer-centric financial system by supporting responsible innovation in financial services and encouraging sound public policy. AFC members foster competition in consumer finance and pioneer products to better serve underserved consumer segments and geographies.

**About GreenSky**

GreenSky, LLC, headquartered in Atlanta, Georgia, is a leading financial technology company Powering Commerce at the Point of Sale<sup>®</sup> for a growing ecosystem of merchants, consumers and banks. GreenSky's highly scalable, proprietary and patented technology platform enables merchants to offer frictionless promotional payment options to consumers, driving increased sales volume and accelerated cash flow. The GreenSky<sup>®</sup> Program is operated on behalf of, and financing is provided by, federally insured, federal or state chartered financial institutions, which leverage GreenSky's technology to provide loans primarily to super-prime and prime consumers nationwide. Since GreenSky's inception, nearly 6 million consumers have financed more than \$50 billion of commerce using GreenSky's real time "apply and buy" technology. For more information visit [greensky.com](http://greensky.com).