



EXECUTIVE BIOS



Alisha Crafton, Chief Client Officer

As Chief Client Officer, Alisha Crafton is responsible for revenue and client success at Kasasa, while ensuring a seamless experience for customer's onboarding, growth, and retention. Alisha has been an integral part of the sales and client success teams since she joined Kasasa in 2014 as a Client Success Manager.

Alisha sets the tone for excellence when it comes to accountability, innovation, and collaboration across teams. Her dedication and passion for driving results for Kasasa and clients alike has made her an invaluable member of our growing business.

Her first year at Kasasa, Alisha earned the President's Club's CVO Rookie of the Year Award and retained President's Club recognition in 2015, 2016, and 2017. In 2018, she ranked #3 in the nation for number of deals closed and ranked #1 in partnership involvement for deals. In 2019, she took on the Regional Director role and ended the year in the Top 4 for overall sales. Her efforts in building the Client Success Strategy and Client Marketing Strategy teams, and toppling 110% growth, set her up perfectly to be awarded as 2020 SVP of the Year. These accomplishments among others made her a CEO Patch Award winner in 2021.

In April of 2021, she was asked to take on POD Leadership and the opportunity to rebuild the Client Success Organization. Under her leadership, even in the midst of a very challenging year, the team was able to achieve over 100% of the existing business revenue target for 2021.

Prior to her time at Kasasa, Alisha spent 10 years in leadership within community banks and credit unions. She earned the nickname "turn around queen" from her success in turning around failing branches. From her efforts, a new role was formed to scale her formula across all 67 branches.