

Quick Facts

Founded: 1978

Compliance: PCI-DSS Certified

Headquarters: 8650 College Blvd.
Overland Park, KS 66210

Offices: Lawrence, Kansas, USA
Rijswijk, The Netherlands
Melbourne, Australia
Mexico City, Mexico

Multi Service History

Multi Service was established in 1978 to provide specialized credit card services to the trucking industry. The Multi Service Fuel Card today offers a wide range of industry leading benefits which are specifically designed for small- to mid-sized fleets.

Multi Service expanded into the aviation industry in 1980 with the Multi Service Aviation Card, which became the most widely used corporate aviation card in the world. This business was sold to US Bank in 2005.

Since the company's inception, a number of new payments-related products have been developed for the transportation industry, including Trucking Solutions, European Tolls, and pre-paid Legal Services.

The Government Payment Programs division was established in 2004 to provide purchasing systems for the United States Defense Energy Support Center (DESC). Product offerings include the AIR Card[®] and SEA Card[®].

In 2009, with the addition of the Best Buy[®] Business Advantage Program, the company expanded beyond the Trucking industry into Retail Payment services.

Multi Service is headquartered in Overland Park, Kansas, a suburb of Kansas City, and also has offices in Australia, Europe and Mexico.

Product & Service Summaries

Multi Service Private Label – Multi Service specializes in the design, implementation and management of custom billing and payment solutions. The company collaborates with clients to isolate specific commercial credit and payment issues, identify measurable portfolio growth goals, and design a tailored private label payment solution to optimize customer loyalty. The company's expertise in business-to-business sales processes assists clients in maximizing the lifetime value of individual commercial accounts and optimizing their overall commercial portfolio.

Multi Service Fuel Card – Multi Service was founded in 1978 with the Multi Service Fuel Card as its flagship product. The Multi Service Fuel Card serves to “level the playing field” for small- to mid-sized fleets, utilizing their collective purchasing power to earn rebates of up to 10 cents per gallon at truck stops throughout North America.

Multi Service Tolls - Multi Service Tolls provides consolidated, detailed billings for all charges associated with the toll roads, tunnels and bridges connecting the European transportation industry in the fleet's preferred language and currency. Multi Service manages toll cards, guarantees payments and contracts with European operators, allowing fleets to focus on their core business: transportation.

Multi Service Marine - Multi Service designed an international marine fuel procurement solution for the purchase of commercial and government bunkers. This online platform offers an efficient, paperless order-to-cash bunker buying system and streamlines the ordering and payment process for fleet management and bunker fuel suppliers. Multi Service Marine solutions have been adopted by several worldwide government powers.

Open Road Drivers Plan[®] - Multi Service established Open Road Drivers Plan, a legal referral service for professional drivers, as a safety and retention tool for fleet owners. Since 1989, professional truck drivers have been utilizing this service to gain local, licensed legal services for their traffic citations. Open Road Drivers Plan works in accordance with fleets to improve safety initiatives and driver appreciation throughout the trucking industry.

Corporate Leadership

Mark O'Connell

President

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mmoconnell@multiservice.com

Relevant Subject Matter

Corporate History

Corporate Strategy

Financial Transactions / Payments Industry

Joined Multi Service: 1985

Education: BA, Kenyon College (magna cum laude), Phi Beta Kappa
MBA, University of Chicago

Mark O'Connell is president of Multi Service and oversees all credit card processing activities for the company worldwide. In total, Mr. O'Connell has worked with corporations and government entities to develop specialized payment programs for nearly 25 years. Mr. O'Connell is a subject matter expert on the general commercial finance landscape and billing and payments industry.

Michele Urness

Senior Vice President

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Relevant Subject Matter

AIR / SEA Card[®] History

Marine Bunker Trends / Business Strategy

Corporate IT / Operations

Joined Multi Service: 1989

Education: BA in Business Administration, Avila College

Michele L. Urness is senior vice president of Multi Service and is responsible for credit card processing, government services and marine industry activities worldwide, including private label programs, bankcard initiative and e-commerce applications. Urness is the primary contact for all topics related to the U.S. Government AIR Card[®] and SEA Card[®] programs as well as e-procurement in the marine bunker industry.

Molly Hundley

Vice President and Treasurer

Joined Multi Service: 1984

Education: BS in Business Administration and Accounting, University of Kansas
C.P.A. certification

Molly Hundley is vice president of Multi Service and is responsible for the data processing operations and financial controls departments for the company. Ms Hundley also manages various service departments for many of the company's private label programs, including client management of the company's largest private label program within the trucking industry. In addition to these responsibilities, Ms. Hundley also serves as treasurer and chief financial officer, responsible for cash management, treasury, budgeting and projections, external financial reporting, working capital financing and tax compliance.

Doretta Watson

Vice President and Controller

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Joined Multi Service: 1986

Education: BS in Accounting, BA in French, Wichita State University
C.P.A. certification

Relevant Subject Matter

Multi Service Fuel Card Strategy

Open Road Drivers Plan[®] Strategy

Trucking Industry Trends/Regulations

Doretta M. Watson is vice president of Multi Service and is responsible for credit card processing, sales, as well as customer service for Multi Service Fuel Card and Open Road Drivers Plan[®]. In addition, Ms. Watson is directly responsible for accounting and financial reporting at Multi Service.

Martha Salinas

Vice President

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Relevant Subject Matter

Payment Industry Trends

Private Label Programs / Strategies

Program Management Strategies

Joined Multi Service: 1996

Education: BA in Economics and International Business, St. Louis University

MA in Economics, University of Missouri-St. Louis

Martha Salinas is vice president of Multi Service and is responsible for private label programs worldwide. In this capacity, Ms. Salinas oversees business development, program management, and several of the operational areas supporting Multi Service Private Label programs. Ms. Salinas works directly with private label clients to develop loyalty and portfolio growth initiatives. She has extensive understanding of billing and payment program management and operations.

Liz Benditt

Vice President, Marketing

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ehbenditt@multiservice.com

Relevant Subject Matter

Customer Relationship Management

Corporate Marketing Strategies

Corporate Brand Strategy

Joined Multi Service: 2008

Education: BS in Communications, Boston University (magna cum laude)

MBA, University of Southern California

Liz Benditt is vice president of marketing at Multi Service. As such, she is responsible for the implementation of strategic marketing efforts that support the long-term growth of Multi Service and its various clients. In addition, Ms. Benditt facilitates new product and service development efforts to better serve the current and future customers of the company. Ms. Benditt is a subject-matter expert in utilizing customer relationship management (CRM) to drive customer loyalty and business growth.

Rutger Gassner

Managing Director
Multi Service Europe
P: +31-70-319-9557
rgassner@multiservice.com

Relevant Subject Matter

European Trucking Industry Trends
Multi Service Tolls Business Strategy
European Business Strategy

Joined Multi Service: 2001

Education: Bachelor of Management Science in Business and Marketing Management and Mechanical Engineering, Faculty of Technology in Enschede, The Netherlands
MBA, European University in The Hague, The Netherlands

Rutger Gassner is managing director of Multi Service Europe. In this capacity Mr. Gassner oversees all European business activities, strategy and business development.

Brendan Lacy

Managing Director
Multi Service Australia
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bglacy@multiservice.com

Relevant Subject Matter

Corporate Information Technology
New Business Development, Asia-Pacific

Joined Multi Service: 2000

Education: University of Melbourne Australia

Brendan manages transaction processing services occurring throughout the Asia-Pacific region to support the worldwide operations of Multi Service. Additionally, Mr. Lacy is responsible for the management and implementation of cross-departmental technical projects and business development initiatives for Multi Service offices in Australia.