

# BETTY ONG

## Chief Financial Officer

Betty Ong brings two decades of financial expertise and strategy to her role as chief financial officer at Velocity.

Betty leads the company's finance, accounting, and sourcing teams. Over her career, Betty has held multiple roles building and strengthening the finance and accounting functions and teams of companies in technology, financial services, and telecommunications. In addition, she has held leadership positions in companies of various sizes and with different ownership structures ranging from venture-backed start-ups to publicly owned companies. This experience enables her to put the proper structure and processes in place to position Velocity for accelerated growth in an ever-evolving and increasingly complex marketplace.

Before joining Velocity, Betty served as the vice president of finance and operations at Unacast, a venture-backed data services company. Before Unacast, she served concurrently as vice president of finance at Shore Group Associates and its spinoff, H1 Insights Inc.

As director of finance at Thomson Reuters, she played an instrumental role in driving various business improvement initiatives, including product profitability, portfolio optimization, pricing strategy, and managing the M&A deals of the corporate services group. Betty has also held leadership positions at Enforsys and Verizon.

Betty obtained her bachelor's degree from The Wharton School of the University of Pennsylvania and has an MBA from The University of Chicago Booth School of Business.

