

Sarsha Adrian
Senior Consultant



Sarsha Adrian is a pioneer in online collaborative payments. In 2003 she designed a cutting edge web business-to-business payment solution, Business Payment Connection, and launched her company, Collaborative Financial Concepts (CFC). Business Payment Connection used web technology to accelerate small business cash flow by replacing trade credit with bank credit. Businesses accelerated their cash flows while banks that participated in the program retained and expanded their market shares.

In May 2006, she became president of RightPath Payments when RightPath incorporated CFC. Sarsha continues to be an advocate for banking applications that address the cash-flow needs of small business.

Prior to founding CFC, she was eBusiness Financial Network (eFN) Director for Primestreet, a Royal Bank of Canada start-up. The company was a leading provider of open-finance infrastructure for financial institutions and ecommerce market makers. The financial network comprised carefully selected lenders and finance companies who offered a broad range of financing products across the US and Canada. Primestreet's eFN processed applications and provided online credit scoring and fulfillment.

Sarsha began her business career in software systems development with IBM. Her 30+ years of experience encompass technology, strategic planning, business development, and program management. She has also spent substantial part of her career advising startups small businesses. She most recently was a corporate banking analyst for Mercator Advisory Group