

Unified A/R Appoints Beth Crawford as Chief Financial Officer

FRANKLIN, TN, March 19, 2026 - Unified A/R, a leading provider of accounts receivable automation technology, today announced the appointment of Beth Crawford as Chief Financial Officer (CFO). Crawford will oversee finance and accounting operations, including compliance and risk management as Unified A/R continues its strong momentum across key markets.

Crawford brings extensive experience in executive financial leadership, with a proven track record in scaling growth-stage organizations, optimizing financial structures, and driving operational efficiency.

"Beth is an exceptional leader with a strong command of both strategic finance and operational scaling," said John Perez, CEO of Unified A/R. "Her financial leadership and growth oriented mindset will be invaluable as we continue expanding our solutions and strengthening our position in the marketplace."



"I have always been passionate about building strong, efficient financial foundations that help growth companies scale and operate with confidence. When the financial structure is right, it becomes a powerful enabler for innovation, customer success, and sustainable growth. That's what drew me to Unified A/R," said Beth Crawford. "The company's best in class Accounts Receivable and Order to Cash technology help organizations improve cash flow and streamline financial operations, an impact that directly supports healthy, growing businesses. I'm looking forward to working alongside such a talented team as we continue building and growing together."

Beth holds a Bachelor of Science in Accountancy, is a Certified Public Accountant (CPA), and has been recognized for her leadership in finance, operations, and organizational growth.

About Unified A/R

Unified A/R simplifies B2B Accounts Receivable and Payment Acceptance with best-in-class solutions and ongoing consultation from payment industry experts to help clients get paid faster and easier at less cost. With a focus on transparency, innovation, and customer partnership, Unified A/R empowers organizations to streamline financial operations and achieve sustainable growth.

Unified's Executive Team brings more than 200 years of combined management success from the Payments and ERP Industries and has partnered with many of the nation's largest Trade and Professional Associations, Financial Institutions, and Technology Firms. Unified A/R is headquartered in Franklin, TN. For more information, please visit www.GoUnified.com.