



**Lori Potter**  
**Managing Director**  
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Lori Potter is a Managing Director for Great Rock Capital, an asset focused lender, providing term loans and revolvers of \$5MM or more to companies that are underperforming, restructuring or growing. Ms. Potter has 30-years of experience in both asset-based and cash flow loans for institutions such as GE Capital, GMAC and Monroe Capital, and had also done consulting and debt restructuring for middle market companies. Originally from Buffalo and a graduate of SUNY Buffalo, she has originated over \$2.5 Billion in transactions over her career and has been active in the TMA, CFA and ACG.