
Executive Production Management

Transformational leader with repeated success delivering results for established organizations.

Experienced executive with a solid career history of delivering strategic leadership spanning multiple aspects of production and operations within the financial and real estate industries; leverage expertise in communications, infrastructure, and people management to develop pragmatic approaches to business opportunities and challenges. Committed leader and entrepreneur with success building high performing teams and introducing systems and structures; excel in fast-paced environments.

Highlights of Expertise

- Training and Coaching Skills
- National Business Development
- Sales / Marketing/ PR Management
- Public Speaking / Training Content Production
- Project / Program Management
- Staff Leadership & Teambuilding
- Mortgage Production and Operations
- Financial Administration / P & L Accountability
- Cost Reductions and Avoidance
- Turn-arounds / Crisis Management
- Process Optimization / Change Management
- Data Analytics / Digital Marketing
- Client Relationship Management
- Staff Development Programs

Career Experience

Hershman Group

PRESIDENT (1995 to Present)

Provide consulting services, constructing business development growth strategies for national markets, focusing on sales, marketing, and leadership operations within the mortgage and real estate industries. Work with various organizations to improve operations and implement systems and strategic programs that deliver sustainable revenue growth.

- ◆ Published six books and hundreds of articles including two best sellers published by the Mortgage Bankers Association of America; and delivered seminars attended by thousands of professionals nationwide.
- ◆ Taught several live mortgage schools, developing and presenting a comprehensive on-line curriculum that engaged students and introduced industry best practices to promote professional development and growth.
- ◆ Delivered and closed critical business deals for short and long-term revenue; cultivated strategic partnerships within the industry to build a strong presence in the industry and drive the company vision of expansion.
- ◆ Advanced company missions, creating new forms of value and strategic differentiation; considerably increased margin contribution and target results across the organization.
- ◆ Served as a Keynote Speaker at multiple industry events; mentoring and empowering thousands of industry professionals to push limits and exceed career goals.

Weichert Financial Corporation

Senior Vice President of Sales (2019 to 2024)

Headed the Washington, DC and Philadelphia regions of a real estate owned mortgage company.

- ◆ Rebuilt the sales force of the region, doubling production and revenue within a two-year period.
- ◆ Led the region to deliver profits at a level which surpassed similar regions within the company.
- ◆ Changed the culture of the company by developing a close relationship with the company's real estate offices, delivering value-added presentations.
- ◆ Became a company leader by introducing programs, marketing materials, coaching and training that did not exist previously within the organization.

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McLean Mortgage Corporation

DIRECTOR OF BRANCH SUPPORT (2012 to 2018)

Provided strategic leadership to implement systems and institute best practices to maximize results across multiple lines of production. Oversaw all aspects of operations specializing in business development, sales, statistical analysis, and creation of financial and business/consumer marketing data.

- ◆ Led business development efforts, designing cross-functional sales and operations programs that generated substantial increases in revenue; established a first-class full-service marketing department.
- ◆ Created the company's marketing department de novo, supplying all written content, including news releases, flyers, articles, commentary, website content, social media content, homebuying guides and more.
- ◆ Identified and facilitated strategic relationships, developed competitive advantages, supported sales/marketing opportunities, and deployed cost saving strategies, eliminating inefficiencies and realigning resources.
- ◆ Rapidly built a highly effective integrated team, providing consistent coaching and guidance to support the development and delivery of highly targeted presentations for high-level clients and companies.
- ◆ Introduced training and coaching systems for new loan officers that accelerated the growth of the company database from 5K to more than 120K; supported a 100% production growth.

Additional Experience:

National Sales Manager, Ellie Mae Corporation

Regional Director, Mortgage Access Corp / Weichert Realtors®

Vice President of Production, American Residential Mortgage / Chase

Head of Production, Wye Mortgage Company

Loan Officer; Head of Production, Town and Country Mortgage

Office Manager, Congressman Phillip Crane of Illinois

Investigator, State of North Carolina Attorney General's Office

Education

PHD Candidate, University of North Carolina at Chapel Hill

Master of Public Administration, North Carolina State University

Bachelor of Arts, University of New York at Buffalo

Teaching, Directorships & Expert Witness

- *Millennium Bank and Millennium Capital, Reston, Virginia (Director)*
- *Promiss Holdings, Atlanta, Georgia (Director)*
- *FTI Consulting, New York, New York (Expert Witness)*
- *North Carolina State University, Visiting Professor*
- *Hillsdale College, Michigan, Visiting Professor*

Publications

1. *More Income, Less Stress, Maximum Synergy Marketing*, The Hershman Group
2. *Managing a Branch Office*, Mortgage Bankers Association of America
3. *The Book of Home Finance*, The Hershman Group
4. *The Loan Officer's Complete Guide To Marketing & Selling Mortgage Services*, Mortgage Bankers Association of America

5. *The Complete Loan Originator's Marketing Kit*, The Hershman Group
6. *The Complete Mortgage Management Kit*, The Hershman Group
7. Present Columnist, *National Mortgage Professional*