



Brad Ashby

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[LinkedIn](#)

Introduction

Accomplished and results-oriented business executive and business owner with a proven record of building strategic partnerships, driving revenue growth, leading high-performing teams, and delivering innovative solutions to complex business challenges. My core strength and greatest passion lie in providing decisive, value-driven leadership within organizations. I am seeking a senior management or executive role, where I can leverage my cross-functional experience to drive sustainable results, establish deep organizational roots, and deliver lasting value.

Professional Experience

Promised Land Enterprises, LLC – D.B.A. Promised Land Home Transitions

South Jordan, UT

Owner | Director of Senior Transitions | Real Estate Professional

Nov. 2023- Present

- Providing real estate and home transitions services for seniors and their families.
- Senior Care Community Support and Placement.
- Building relationships within senior service providers.
- Securing funding resources for senior home transitioning.

Mountain America Credit Union (MACU)

Sandy, UT

Correspondent Relations & Operations Manager

Jan. 2022 - Oct. 2023

- Led correspondent lending business channel from early stages, consistently increased production volume and exceeded lending expectations and goals.
- Directed the launching a new Loan Origination System, in less than nine months, positively impacting both the sales and operational efficiency and experience.
- Created and maintained several new significant correspondent lending partnerships with other large lending institutions, which involved regular collaboration with their executive leadership teams.
- Managed the rapid creation, expansion, and performance of the team which included hiring, training, coaching, performance accountability, and team cohesion.
- Defined, tracked, and analyzed key performance indicators (KPI's) for measuring controlled growth and continuous improvement.
- Led our team in the consistent progression of Quality Control results of the correspondent loans.
- Due to rapidly increasing mortgage lending rates and other variables, MACU decided to discontinue their correspondent lending to solely focus on their retail lending initiatives. See the attached Letter of Recommendation as illustration for the professional value provided.

Silicon Valley Bank (SVB)

Santa Clara, CA

Mortgage Operations Manager

July 2020 - Dec. 2021

- Remotely managed the Mortgage Operations team, which entailed hiring, training, coaching, & performance accountability.
- Optimized and managed business processes to create greater efficiency.
- Defined, tracked, and analyzed key performance indicators (KPI's) for measuring controlled growth and continuous improvement.
- Left due to concerns regarding organizational direction and take advantage of the business building opportunity with Mountain America Credit Union.

Utah Barricade

Director of Operations

West Valley City, UT
Sept. 2018 - July 2020

- Applied cross-functional leadership skills outside of mortgage finance industry.
- Directed the sales (estimators) & operations staff (traffic control tech., dispatchers, mechanics, etc.).
- Improved the technology used by the organization such as job and traffic control technician tracking, producing dramatic improvements in productivity.
- Defined, tracked, and evaluated KPI's for continuous improvement.
- Greatly influenced and improved employee morale through effective leadership principles.
- Left due to returning to finance industry.

Utah Community Credit Union

AVP of Mortgage Sales

Provo, UT
March 2016 - June 2017

- Administered the large residential mortgage sales team for the credit union spread out over the many branches.
- Facilitated the overall improvement of processes and procedures used by the sales team in conjunction with the operations team leadership, leading to a reduction of mortgage production turn times of over seven days.
- Defined, tracked, and analyzed KPI's for continuous improvement and efficiency.
- Head project leader in implementing a new CRM and the continual CRM management.
- Left due to significant family health challenges requiring greater attention. Spent the next year working in real estate and other income producing activities while attending to family obligations.

WJ Bradley Mortgage

Sr. Change Manager | Pre-Close Audit & Underwriting Training Manager

Sandy, UT
Aug. 2010 - Mar. 2016

- Managed team members and functions to include hiring, training, coaching, & performance accountability.
- Recognized as a key stakeholder in managing a company-wide transition from one Business Operating System to another, including creating and conducting trainings for various departments.
- Directed the performance of the Underwriting Training & Pre-Close Audit Team to insure high-quality loan files.
- Left due to the closure of WJ Bradley Mortgage.

Previous Professional Experience**Prime First Capital**

Vice President | Principal Lending Manager

Murray, UT
April 2005 - June 2010**Security Lending / Meridias Capital**

Mortgage Loan Officer

Murray, UT
June 2001 - April 2005**Education**

University of Phoenix – Business Management Courses

University of Utah – Psychology

Salt Lake Community College – General Studies

Certifications & Licenses

- Certified InsideOut Coach - <https://insideoutdev.com/>
- Licensed UT Real Estate Agent (#5493577) of 18 Years – Currently with NRE Real Estate Professionals

Volunteerism

- Full-time missionary service for The Church of Jesus Christ of Latter-Day Saints – Chicago, IL
- Extensive educational and ecclesiastical leadership and service experience
- Regularly involved in community and civic projects

Other Qualities

- Positive attitude & happy demeanor
- Effective personal time management habits & skills
- Personal integrity and accountability
- Adaptable to new opportunities, experiences, and people
- Creative & entrepreneurial personality
- Consistently focused on balanced personal development (physical, intellectual, emotional, etc.)
- Avid runner participating in many races and events