

# Del Mar DataTrac President Rob Katz Named Finalist for 2010 Mortgage Technology Lasting Impact Award

SAN DIEGO, Calif., Aug. 9 (SEND2PRESS NEWSWIRE) – Rob Katz, president of Del Mar DataTrac, Inc. ([www.dmdinc.com](http://www.dmdinc.com)), and a 19-year mortgage lending process automation and technology veteran, has emerged as a Finalist for the 2010 Lasting Impact Award, sponsored by Source Media's Mortgage Technology magazine.

The Mortgage Technology Lasting Impact Award recognizes "an individual, group or company responsible for a technology initiative or development that has proven to have had a lasting impact on mortgage lending." Award winners will be announced in October 2010 and supporting materials continue to be accepted by Mortgage Technology award judges through August.

According to the nomination submitted by David Lykken, president for Mortgage Strategies at the firm Mortgage Banking Solutions and host of "Lykken on Lending," and Loan-Score executive vice president Joe Bowerbank:

"Mortgage lending solutions expert [Rob Katz](#) has focused on developing robust data management environments from his days with lender Monument Mortgage, in development consulting roles with FiNet.com, and as a designer, sales executive and president of Del Mar DataTrac – a focus that has permeated and been validated by the industry – powering some of the most resilient and profitable mortgage lending operations while leaving an unmistakable lasting impact."

"In short, Rob Katz understood the need for improving mortgage lenders' data management practices and processes long before regulatory and investor mandates required them."

"Today, the mortgage bankers that are thriving are those that do not have to play catch-up on data management. It would be easy to miss Rob's contribution because he is a true industry team player and because data management is so pervasive and critical to the industry that it is difficult to imagine how we ever managed without it."

"In 2010, as always, Rob Katz has given generously of his time and expertise to help continually educate the mortgage industry on the benefits of a data management-centric operations platform. Rob contributes regularly to industry discussion by submitting thoughtful and pragmatic articles to the mortgage and banking trade press, speaking to industry conferences and as a guest on 'Lykken on Lending.' Among the themes he emphasizes in the data management context are: ensuring regulatory compliance, keeping investors and warehouse lenders happy, extracting business intelligence, understanding loan level profitability, and executing hedging strategies, including transitioning to bulk mandatory submissions and keeping volumes up in a down market."

For information about how to support Rob Katz for the Mortgage Technology Lasting Impact Award, please contact: RobKatz4LastingImpact@DepthPR.com.

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