

Brian Boike Joins Simplifile as Director of Product Strategy

PROVO, Utah, Dec. 7, 2016 (SEND2PRESS NEWSWIRE) – Simplifile, a leader in electronic document and data workflow technology for lenders, settlement agents, and counties, today announced it has hired Brian Boike as director of product strategy. In his new role, Boike will work with executive leadership and business partners to identify new technological solutions for collaboration and information sharing that enable Simplifile's clients to work more efficiently and profitably.

The logo for Simplifile, featuring the word "simplifile" in a lowercase serif font. A small green triangle is positioned above the letter 'e', and a registered trademark symbol (®) is located to the right of the word.

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“Brian has over 16 years’ experience in bringing mortgage banking technologies to market. More importantly, he believes in what we’re doing at Simplifile and shares our fanatical devotion to the user experience,” said Paul Clifford, president of Simplifile. “We welcome Brian to the team and feel confident this is the right move not just for the company, but also for our customers.”

Before joining Simplifile, Boike served in leadership roles in operations and continuous improvement at Michigan-based United Shore Financial Services, whose portfolio of brands includes United Wholesale Mortgage, and Shore Mortgage. Prior to that, Boike was the product manager of a loan origination system at FIS, the world’s largest global provider dedicated to financial technology solutions. He has also held management roles in application development and process improvement for Flagstar Bank.

“Simplifile has long been recognized as the leader in e-recording technology. Now the company is making a name for itself in post-closing and collaboration solutions for mortgage lenders and settlement agents,” said Boike. “It’s an exciting time to join the team. I look forward to driving changes that will help mortgage lenders compete and grow in this complex industry.”

Boike is a former chair of the Mortgage Bankers Association (MBA) Residential Mortgage Technology (ResTech) Forum. He has also served on the Mortgage Industry Standards Maintenance Organization (MISMO) Residential Mortgage Governance Committee and continues to participate in several MISMO work groups. Boike holds a bachelor’s degree from Bowling Green State University and a Master of Business Administration from Wayne State University.

About Simplifile

Simplifile is an electronic document and data workflow platform that connects lenders, settlement agents and counties. Since 2000, Simplifile has grown the nation’s largest e-recording network and transformed the title and real estate industries. From e-recording to document sharing, collaboration and post-closing, Simplifile offers an array of services in one place to help users securely record, share and track documents, data and fees with ease.

To learn more, visit <https://simplifile.com/> or call (800) 460-5657.