

Joe Bowerbank of Profundity Communications, Inc. Earns Spot on 'Top 25 Most Connected Mortgage Professionals' List

NEWPORT BEACH, Calif., Aug. 30, 2012 (SEND2PRESS NEWSWIRE) – Profundity Communications, Inc., a marketing strategy, public relations and branding firm, announced that its president, Joe Bowerbank, has been named to National Mortgage Professional magazine's 'Top 25 Most Connected Mortgage Professionals' list.

The magazine cites individuals who make the list as being well-connected, powerful networkers and influencers in the mortgage industry that are regarded as constantly engaging trusted sources of information and expert guidance.

Bowerbank is recognized for the extensive network he has developed and relationships that have been forged with people and organizations across the mortgage supply chain. Bowerbank credits his network as being instrumental in the success of his industry contributions to implement marketing strategies to build strong company brands and evangelize various solutions to address industry issues.

"Being designated a Top 25 Most Connected Mortgage Professional is a distinction that I am honored and feel privileged to be a part of," said Bowerbank. "I've worked diligently over the years to build strategic relationships and align myself with some of the most respected names in the industry. I attribute much of my ongoing success to having a passion for the industry I work in, an entrepreneurial mindset and unwavering drive, and access to and the support of the extensive network of mortgage professionals that I have built over the years. I look forward to continuing to work closely with those in my network to make a difference in today's ever-changing mortgage banking industry."

Bowerbank is currently the president of Profundity Communications, Inc., a marketing firm dedicated to the mortgage banking industry. Before that, he was the SVP of marketing and strategic alliances at Loan-Score Decisioning Systems (acquired by Calyx Software, Inc.); vice president of marketing at Portellus Inc. (acquired by Fiserv Inc. NASDAQ: FISV); marketing director at Commerce Velocity Inc. (acquired by Fidelity National Financial Inc. NYSE: FNF); and director of marketing and market adoption at Electronic Distribution Networks Inc., (acquired by NYSE: PQE). He has also worked at MGV International, Inc., Bozell Worldwide Advertising, Inc. and Rodheim Marketing Group, Inc.

Bowerbank is an active participant in both national and regional mortgage banking trade shows, conferences and events. He serves as a regular thought

leader in the media and has authored numerous articles, many of which are on the topic of innovative mortgage technologies that better the industry.

About Profundity Communications:

Based in Newport Beach, California, Profundity Communications, Inc. was founded by Joe Bowerbank, a marketing veteran with more than 17 years of experience. Profundity is dedicated to working with clients solely in the mortgage banking industry, helping its clients to strategically market themselves, grow their brands and increase revenue. Profundity's founder, Joe Bowerbank, is incredibly passionate about strategic marketing communications, services delivered, and most importantly – stellar, ongoing results. Profundity's greatest asset is satisfied clients. For more information, call (949) 378-9685, email info@profunditymarketing.com or visit the company's website at <http://www.profunditymarketing.com/> .

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