

United Wholesale Mortgage Promotes Laura Lawson to Chief People Officer

TROY, Mich., Sept. 16, 2014 (SEND2PRESS NEWSWIRE) – United Wholesale Mortgage (UWM), one of the largest and fastest wholesale mortgage lenders in the nation, announced that Laura Lawson has been promoted to the newly created position of chief people officer (CPO). Previously, Lawson served as senior vice president of marketing where she was responsible for all aspects of the company's wholesale marketing efforts.

As CPO, Lawson will lead and work with all teams that are focused on UWM as well as its parent company United Shore Financial Services, LLC (United Shore) in the areas of human resources, recruiting, training, client services, facilities and events. She will also continue to oversee the marketing for UWM's broker community. Combined, UWM and United Shore have more than 1,100 employees located at its corporate headquarters in Troy, Michigan.

In this new role, Lawson will report directly to Mat Ishbia, president of UWM and CEO of United Shore. "I am very excited to make such an impactful and positive announcement," said Ishbia. "Laura is a dedicated team member who has worked her way up, positively impacting our team members and departments along the way. She is the perfect example of the passionate, professional and dedicated talent we have at working for us. It is important that everything we do has our people and our culture as our first priority."

Lawson formed UWM's marketing team in 2011 and has been instrumental in the company's rise as a top wholesale lender. The Crain's Detroit Business "40 under 40" honoree is also the creativity behind the entire organization's work space design and unique company events. United Shore/UWM has been named both a local and national 101 Best and Brightest Companies to Work For and is a recipient of the Detroit Free Press Top Work Places. Under Lawson's leadership, the company will further invest in new ideas to retain their spot as a top work place and will continue to ensure second-to-none service is provided to their clients.

"I look forward to coming into work every day," said Lawson. "We have an incredible team of people and we are constantly developing new ideas for training and coaching, as well as ways to appreciate and reward hard work. United Shore is an environment like none other. We are one of the fastest growing private companies in the nation, but we have managed to retain the small company feel." Lawson's tremendous capacity to make unconventional ideas come alive and give everyone an opportunity to make an impact will be amplified throughout United Shore in this new role.

A veteran of the creative marketing and production industry, Lawson has a diverse background that includes the Emmy Award winning "Ellen DeGeneres Show," the Grammy Awards, and alternative series development for FOX Television. She has also worked in various marketing capacities at the

American Lung Association and Carlson Marketing Group.

About United Wholesale Mortgage:

Headquartered in Troy, Michigan, United Wholesale Mortgage (UWM) underwrites and provides closing documentation for residential mortgage loans originated by mortgage brokers, banks, credit unions and correspondents. UWM provides unparalleled service with its deep understanding of the mortgage process using its talented team of account executives, underwriters, closers and funders, who have years of experience with intricate knowledge in wholesale.

UWM's positive teamwork and dedication to exceptional client service has resulted in continued success and growth that has spawned expansion. For more information, visit <http://www.uwm.com/> or call 800-981-8898.

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