

# Venta Financial Group Names Lisette Rodriguez C00

LAS VEGAS, Nev., Sept. 27, 2013 (SEND2PRESS NEWSWIRE) – **Venta Financial Group, Inc.** (Venta), a wholesale and retail mortgage banker, announced that Lisette Rodriguez joined the company as Chief Operating Officer.

Ms. Rodriguez holds extensive experience in managing operations for a variety of different mortgage lending organizations. At Venta, she will implement enterprise-wide processes to improve the lender's execution, efficiency and quality to optimize workflows, products and operations. Venta said its decision to bring on board Ms. Rodriguez was the result of increasing growth that it is experiencing with its retail and wholesale lending channels.

Prior to joining Venta, she handled risk management and loan operations for Home Lending Source; was the EVP of Lending Operations and Loan Recovery for Virtual Bank, a division of Lydian Private Bank and Sabadell United Bank; VP of Western Operations for National Lending Center; SVP of Residential Lending Operations for Ocwen Financial Services; Regional Director at First Union National Bank of Florida; and was an AVP and Regional Manager for Flagler Federal Savings and Loan Association.

"Lisette Rodriguez is a proven leader in the mortgage industry and has been successful in every position that she has held," remarked Jason Madiedo, CEO of Venta. "As a 100 percent Hispanic owned and operated company, we are particularly proud that she is in an elite class of Latina executives who will serve as an inspiration to our staff and the industry."

Madiedo added: "In order to expand at a healthy, controlled rate, we spent the last six months enhancing our corporate infrastructure, operations, lending practices, technology systems and more. Lisette will unequivocally be instrumental in overseeing Venta's operations and maximizing organizational performance and effectiveness."

## **About Venta Financial Group, Inc.:**

Based in Las Vegas, Nevada, Venta Financial Group, Inc. a 100 percent Hispanic Minority owned firm that operates as Venta Wholesale and Alterra Home Loans, its wholesale and retail channels, respectively. Venta Wholesale opened its doors in August of 2007 and Alterra in May 2010 with currently over 150 employees. Venta has loan officers, account executives, multiple DE underwriters, closers, lock desk resources, and more than enough support staff to help close loans on time – every time. Visit the company's website to learn more <http://www.goventa.com/>.

News issued by: Venta Financial Group, Inc.



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