

Jennifer Leonard Wins Prestigious HousingWire Marketing Leader Award

AIME's Brand Strategy VP Receives Recognition for Her Efforts

PHILADELPHIA, July 6, 2022 – The Association of Independent Mortgage Experts is proud to announce that our own VP of Brand Strategy, Jennifer Leonard, is a 2022 HousingWire Marketing Leader. This distinction is awarded to those individuals that have worked tirelessly to define and expand their organization's voice.

As Vice President of Brand Strategy, Jennifer has been instrumental in elevating AIME's marketing efforts, including defining the brand's voice, expanding its messaging, and leading its creative efforts for national, regional and local campaigns. Under her executive leadership, she provides invaluable strategic insight into content creation and development, fostering her team's ability to efficiently collaborate and create compelling content. Her inclusion as a HousingWire Marketing Leader speaks to the work she has done to transform AIME's brand voice and redefine visibility for the organization.

With over fifteen years of experience in the marketing channel, Jennifer came to AIME ready to drive growth, make change, and develop the organization's content strategy. With her leadership and the focused efforts of the entire Marketing team, AIME's *Broker to Broker* podcast has become a top-ten Apple podcast. Her development initiatives - including weekly and monthly newsletters, live streaming and video weekly series, and written materials (blogs, case studies, whitepapers, etc.) have been warmly received by the broker community, where they continue to provide crucial support. Jennifer and her team were also responsible for spearheading the live production of the

AIME FUSE National Conference in Las Vegas in 2021, one of AIME's most successful events to date.

She is committed to continuing to uplift and amplify the voices of our nation's independent mortgage brokers. Under her guidance, the marketing team will continue their efforts to see AIME as the unrivaled leader in the mortgage broker space.

When asked what this award means to her, Jennifer says, "AIME has so much to offer brokers - and, by extension, homebuyers. I believe in our mission to support these experts and I am so excited to be a part of this organization. It is a privilege to be able to help realize these goals through effective marketing and communication, and see my team's hard work recognized in this way."