Aidium Appoints Tony Farnsworth as VP of Sales to Transform Mortgage CRM Leadership in 2025

October 23, 2024

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Aidium has named Tony Farnsworth as its new Vice President of Sales. This move is aimed at boosting the company's sales tactics and encouraging growth in the mortgage lending field. With over a decade of experience in leading fintech sales, Farnsworth is set to play a major role in building Aidium's reputation as a top CRM and data platform provider.

Farnsworth is well-regarded for his ability to grow sales teams and achieve impressive results. His past work as Senior Director of Business Development at Matic, a company known for its integration of insurance with home and auto ownership, highlights his skills. At Matic, he expanded a digital insurance marketplace by partnering with over 40 top-rated insurance carriers, strengthening the firm's influence in mortgage origination, auto financing, and banking.

Before joining Matic, Farnsworth was a Sales Director at Total Expert, a company focused on improving customer engagement in the mortgage technology space. There, he was crucial in crafting sales strategies that significantly increased revenue. Farnsworth is known for his talent in forming high-level partnerships and managing complex regulatory environments, which helped Total Expert grow in the competitive mortgage

technology arena.

Spencer Dusebout, CEO of Aidium, shared his enthusiasm about Farnsworth's addition to the team. He stated, "We are thrilled to welcome Tony to Aidium. His proven track record in business development and leadership within the fintech space will be crucial as we work to scale our operations. Tony's expertise aligns perfectly with our vision for growth in 2025 and beyond."

Tony Farnsworth also expressed his enthusiasm for joining Aidium, saying, "Joining Aidium, a leader in delivering innovative technology solutions to lenders, is a fantastic opportunity. I am committed to enhancing our sales efforts to empower lenders. Our goal is to provide a comprehensive mortgage CRM platform that meets the diverse needs of various organization segments, from sales and marketing to IT. Together, we aim to optimize customer success for our clients."

This appointment marks a key part of Aidium's plan to grow within the mortgage industry and broaden its product lineup. Recent developments include an integration with Canva and the creation of a new business intelligence platform, both of which aim to give clients more powerful and efficient tools. As Vice President of Sales, Farnsworth will be responsible for building a strong sales team, seeking new business opportunities, and reinforcing current client relationships. His efforts will ensure Aidium continues to lead in providing advanced technology solutions to mortgage lenders.

Aidium aims to be the top CRM and data platform for lenders, focusing on improving marketing strategies, automating processes, and strengthening client connections. A key component of this strategy is Aidium's mortgage marketing software, which provides a comprehensive suite of tools designed to maximize lead generation and enhance client engagement. The company's commitment to innovation and enhancing customer success is key to staying competitive in a changing market. Aidium understands the need to keep up with industry trends and is dedicated to offering tools that help mortgage lenders stay at the forefront.

For further details about Aidium's CRM platform and other services, visit thinkaidium.com.
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Aidium

Aidium is revolutionizing the mortgage industry with its innovative CRM solutions, designed to streamline operations,

enhance client relationships, and drive business growth for mortgage professionals.

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