



HOUSINGWIRE MAGAZINE  
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PG. 30

# WOMEN *of* INFLUENCE



2013

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**F**OR THE THIRD YEAR IN A ROW, we're honored to profile an incredible group of women who are driving the U.S. housing economy forward.

Little could we have imagined a few short years ago – when we were the first trade publication in the mortgage industry to come up with this unique program – that our annual effort would become one of the most anticipated lists we produce each year. And we're equally honored that our initial effort has spurred other trade media competitors to introduce their own programs to recognize the efforts of so many women in mortgage banking.

The hallmark of our annual program has always come down to one critical and often-misunderstood word: influence.

So what is influence? As you'll see from the profiles within, influence comes in many varied forms – but it always drives a positive result for a company and, by extension, for the industry we are all a part of.

For 2013, as the popularity of our Women in Housing program has grown, we've put into place some updated guidelines and approaches. For starters, our application process became far more specific this year: We centered on direct leadership of a specific company initiative in the past 12 months, and how the women recognized this year help drive success.

Second, given the breadth of women influencing this industry, we've decided to recognize a different group of women each year; women recognized this year were not part of our 2012 class of Influential Women of the Housing Economy. (With one exception, as you'll see, where our editors felt breaking the rules was appropriate.)

Lastly, we made the decision to limit our list to just 20 influential women. This wasn't an easy task, given the hundreds of applications we received this year (and many of them deserving) – but we forced ourselves to focus on a unique group of women we felt were most deserving of recognition for their efforts.

As you read through the profiles of this year's group of women leaders, one thing should stand out: Influence is ultimately reflected in action and measurable results. The 20 leaders we've profiled herein may or may not be household names in the industry, but all of them are committed to the sort of influence that gets things done.

That's real, honest leadership.

"Moving markets forward" is our mission at HousingWire, and we're proud to say this year's group of Influential Women embodies that ethic at a level all industry professionals – men and women alike – should aspire to achieve.

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*Lisa Binkley*

*Senior Vice President*

PLATINUM DATA SOLUTIONS

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**W**HEN LISA BINKLEY was hired by Platinum Data Solutions to oversee compliance, she was tasked with helping a company already experiencing rapid growth continue its pace of uptick. In the past year, as the senior vice president in charge of mortgage solutions and business development, she pulled through. And in a rather big way. Binkley led an effort that saw the company not only increase volume and name recognition in the market, but she also pushed her team to expand its client list. And here is how 2013 looks like it is going to pan out for the company: Revenue is slated to increase by 60% by the year's end. That sits somewhat comfortably alongside revenue growth over the last three years of 300%. Platinum Data Solutions is in the business of Web-based, collateral evaluation technologies to the mortgage industry. Binkley arrived at the firm with an impressive resume. She held executive positions at GMAC ResCap and HomeComings Financial, and sat as a past chair of the Mortgage Bankers Association Quality Assurance Leadership Council. "Lisa Binkley has been instrumental in increasing volume and revenue for Platinum Data Solutions, and has successfully established the company's presence among small to midsize lenders, its top target market," a company spokesperson said. "In the year since she was appointed as Platinum Data's senior vice president, Lisa has established and solidified the company's visibility among mortgage lenders, further elevating its competitive standing and market share in the segment."

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LEADING THE EFFORT TO INCREASE VOLUME  
AND NAME RECOGNITION IN THE MARKET, AND  
PUSHING HER TEAM TO EXPAND ITS CLIENT LIST.

