

OUR LEADERSHIP

Biography

BILL EMERSON

Chief Executive Officer

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Bill Emerson is the Chief Executive Officer of Bedrock. Bill also serves as the Vice Chairman of Quicken Loans and Rock Holdings, Inc., the parent company of Quicken Loans, the nation's largest mortgage lender and several other FinTech businesses. Previously, Bill was Chief Executive Officer of Quicken Loans, a position he held for 15 years. Under his leadership, Quicken Loans became the second largest retail mortgage lender and closed more than \$400 billion of mortgage volume across all 50 states from 2013 through 2017. This wealth of experience growing a complex, national brand

will help take Bedrock to their next stage of growth.