

BILL EMERSON

Chief Executive Officer



Bill Emerson serves as the Chief Executive Officer of Bedrock. In this role, Bill is responsible for overseeing Bedrock's leadership team and the growth of the company. Bedrock and its affiliates have invested and committed more than \$5.6 billion to acquiring and developing more than 100 properties, totaling more than 18 million square feet in Detroit and Cleveland, and is under construction with ground up developments in excess of 2 million square feet in Detroit.

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 is helping to take Bedrock to the next stage of growth.

Bill is a member of the Board of Directors of Xenith, the Detroit Economic Club, The Parade Company, the Detroit Children's Fund and the Skillman Foundation. Dedicated to his community, Bill has been the recipient of the ALS Association's Iron Horse Award and the Salvation Army's prestigious William Booth Award, the nonprofit's highest honor. He also supports the Alzheimer's Association Greater Michigan Chapter.