

Quicken Loans®



Bill Emerson **Vice Chairman, Rock Holdings Inc.**

Bill Emerson is Vice Chairman of Rock Holdings, Inc., the majority owner of Rocket Mortgage and Quicken Loans – America’s largest mortgage lender – as well as several other FinTech businesses. Bill also serves as Vice Chairman of Bedrock, a Detroit-based full-service real estate firm specializing in acquiring, developing, leasing, financing and managing commercial and residential buildings. In both roles, he is responsible for leadership, growth and development of culture.

Most recently, 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. It is now the largest mortgage lender in the country, having closed \$320 billion of mortgage volume across all 50 states in 2020.

Bill joined Quicken Loans in 1993 as a Mortgage Banker. His passion and commitment for learning and growing, as well as his zeal for taking care of clients, helped him take on many roles at the company.

Bill is an active spokesman for the housing industry and has testified before the United States Senate Committee on Banking, Housing and Urban Affairs and the House Financial Services Subcommittee on Financial Institutions and Consumer Credit. He served as Chairman of the Mortgage Bankers Association (MBA) for the 2015-2016 term and is the former Vice-Chairman of the MBA’s Residential Board of Governors. He is also a board member of the Housing Policy Council (HPC) and the HPC’s Executive Council.

Bill is a member of the Board of Directors of Xenith, Inc., a football helmet company dedicated to advancing safety through innovation and education; the United Way of Southeast Michigan; Detroit Economic Club; Detroit Sports Organizing Committee; Housing Policy Council; Mortgage Bankers Association; National Football Foundation; Rocket Giving Fund; The Parade Company; the Detroit Children’s Fund; Business Leaders for Michigan 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.

Bill earned a bachelor’s degree in business from Penn State, where he was a member of the University’s 1982 National Championship football team.

Bill and his wife reside in the Detroit area with their two children.