

Executive Biography

Brad Sivert, Head of Marketing & PropTech



Brad Sivert is Head of Marketing & PropTech for Tavant, a leading AI-powered digital platform that helps power half of the largest real estate PropTech companies. At Tavant, Sivert is focused on continuing to build Tavant's fintech brand, grow its PropTech division, helping top PropTech players growth, optimize expenses, and get to market (and IPO in many cases) faster. Sivert has been in Fintech and PropTech for more than 15 years, pivoting between start-ups and larger companies, but always with an entrepreneurial spirit and focus.

Sivert joins Tavant from realtor.com where he was GM of Mortgage & Head of Product. There he led multiple teams, launched new products and increased revenue by 53% in 18 months, while still driving NPS up. Sivert was also active in driving realtor.com's M&A lending strategy. Prior to moving to Silicon Valley to join realtor.com, he led and executed product launches as the Head of Product for Cloudvirga, a Southern California-based early stage start-up that creates digital mortgage POS and LOS platforms. There the company launched new mortgage platforms at many of the top 20 lenders, while raising millions in multiple series rounds.

Sivert also held positions as General Manager of Capital One Spark Business, successfully launching this new business line and bringing it to market. Before that, he was Head of Product for Capital One 360 and Head of Product Marketing for ING Direct, joining in the early start-up days, driving customer growth to more than nine million and deposit's to \$165 B, before being sold to Capital One for \$9.8 B.

Sivert earned an Honors Bachelor of Science in Business Administration from the University of Delaware as well as an MBA in Marketing with a concentration on Digital Branding. He also completed the Post MBA Executive Program at The Wharton School – University of Pennsylvania. In 2020, Sivert was named Progress in Lending Top Thought Leader, Mortgage Orb's Person of the Week, amongst others. In 2019, Sivert was named one of the 2019 Housing Wire Rising Stars. Currently is living in Silicon Valley, enjoying all that California has to offer.

Topics of Expertise

- Growth & Monetization
- Lending Marketplaces
- Real Estate Portals
- iBuying
- Digital Transformation
- M&A Strategy

His passion is simple: *To enable technology to help people get into their dream home.*