

Brad Sivert

Head of PropTech & CMO



As Tavant's CMO and Head of Tavant's PropTech (Real Estate) Business, Brad's focus is clear, on growth.

In 2021, Tavant grew rapidly, enabling 37% of all mortgage transactions while also powering over 55% of the top proptech players in the space. This growth is the result of rapid product development, new feature innovations, and targeted product-marketing strategies.

Currently in SoCal (after leaving Silicon Valley), Brad has been with Tavant for over two years, driving growth and monetization. Brad has been part of 7 acquisitions, on both sides, ranging from small to \$9B+. Appreciate M&A, VC-backed scenarios, IPO-focused start-ups and high-growth companies.

Brad has been in fintech and proptech for 20 years, pivoting between start-ups and larger companies, but always with an entrepreneurial spirit and focus. Brad actively speaks at conferences, most recently at CRETech and has been named a HW Marketing Leader, Marketing Trailblazer, a PIL Thought Leader, PropTech Top 100, HW Top 100 & Housing Wire Rising Star.

Advisor to multiple start-ups, working with yaza, a top real estate video tour app. Previously worked with JLL/Stessa on 6-month Exec advisory role, was the Head of Product at Realtor.com for 3 years, driving their M&A activity. Prior to moving to Silicon Valley, Brad led and executed product launches as the Head of Product & Marketing for Cloudvirga, a Southern California-based early-stage start-up that creates digital mortgage POS & LOS platforms, helping to navigate them to a \$50M round.

Earlier, Brad held roles as GM of Capital One Spark Business, successfully launching this new business line in under 9 months. Before that, Brad held roles as 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 over 9 million and Deposits to \$165 B, before being sold to Capital One for \$9.8 B.

Strategic Growth focus, with a MBA in Digital Branding from the University of Delaware and Post MBA studies at Wharton in Strategy & Organizational Development.

