

Brian Vieaux, CMB
President, MISMO

Brian Vieaux serves as President of MISMO (Mortgage Industry Standards Maintenance Organization), where he leads the organization's mission to drive efficiency, transparency, and interoperability across the real estate finance ecosystem. In this role, he focuses on expanding industry awareness of MISMO's critical value, ensuring every participant, from lenders and servicers to technology providers and investors, benefits from trusted data standards and a more seamless digital mortgage experience.



A Certified Mortgage Banker (CMB) since 2005, Brian brings more than 30 years of executive experience spanning mortgage origination, fintech innovation, and channel development. Prior to joining MISMO, he served as President and Chief Operating Officer of FinLocker, a financial fitness and homeownership readiness platform that empowers lenders and loan officers to engage consumers earlier in their homebuying journey through data-driven insights. Before FinLocker, he was Senior Vice President of Third-Party Origination (TPO) Lending at Flagstar Bank, where he led national account strategy, wholesale & correspondent lending, and strategic partnerships.

Brian is also the co-author of *Rethink Everything: You Know About Being a Next Gen Loan Officer*, a book that challenges industry professionals to modernize how they educate, engage, and empower today's homebuyers. His leadership is marked by a "Point of Thought, not just Point of Sale" philosophy, emphasizing education, empowerment, and responsible innovation as the foundation of sustainable homeownership.

An active contributor to the mortgage and fintech communities, Brian serves on the Board of Directors for the Michigan Mortgage Lenders Association (MMLA) and DBG Detroit, an after-school education and mentorship program. He also hosts several industry podcasts and authors thought leadership content focused on technology adoption, consumer-permissioned data, and the future of lending.