

PRESS RELEASE

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TMS promotes Barbara Yolles and Pete Sokolovic to ignite fintech growth

Leadership team to spearhead mission to be a customer centric fintech company

Melville, N.Y. (July 20, 2018) — [TMS](#), a national financial services and mortgage company, is proud to announce the promotion of Barbara Yolles to chief strategy officer and Pete Sokolovic to president of originations.

The newly created positions reflect the fintech company's mission to put the customer at the center of everything it does – from buying and selling a home to a borrower's final mortgage payment and everywhere in between.

"It has been a true honor to witness the amazing work these two talented leaders have executed over the last year," said TMS CEO Darius Mirshahzadeh. "In their new roles, Pete and Barbara will continue to be driving forces at TMS as we position ourselves as a total homeownership fintech company."


Since joining the company in August of last year, Yolles has quarterbacked TMS's largest growth initiatives in 2018, including its massive rebrand and the launch of Happinest, the leading total homeownership solution for customers. Now, as chief strategy officer, Yolles will be leading all of TMS's growth initiatives, innovations and technology, along with overseeing learning and development, customer experience, and people and culture.

Her 25 years of experience ranges from quick-service giant McDonald's to CMO of McCann and Campbell Ewald advertising agency and CMO of United Shore/UWM where she quickly established herself as a top influencer in the mortgage finance space.

"This is such an exciting time at TMS as we redefine the category and become lifelong partners with our customers," said Yolles. "I'm honored to take on this expanded role where we can push the boundaries in insightful and memorable ways."

Sokolovic has a proven track record of architecting best-in-class originations, with 25 years of experience having built and led several consumer direct and portfolio retention platforms for multiple nationwide mortgage banks.

In his new role as president of originations, where he will oversee both retail and wholesale business channels, he will ensure TMS maintains a streamlined origination



model, giving every consumer who gets a loan processed at TMS a best-in-class experience.

“The opportunity to put our customers under one umbrella allows us to maximize our Grow Happiness experience,” said Sokolovic. “Originations is the entry to our Happiest of customers, and I’m thrilled to take on this new role.”

This announcement comes on the heels of TMS recently launching [Happiest](#) FIND, FINANCE or PROTECT, a complete homeownership offering of products and services, including buy/sell your home with cash back rewards, financing and insurance, and ensures TMS is best prepared to accomplish its mission to help more than one million families achieve and maintain the dream of homeownership over the next 10 years.

About TMS TMS (The Money Source Inc.) is a different kind of company that does business in a different kind of way. Founded in 1997, with a mission to Grow Happiness, TMS is a fast growing fintech company that provides products, technology, speed of service and a unique customer experience to borrowers, clients and team members in their pursuit of happiness. With more than 700 team members, TMS is a national lender and servicer licensed or exempt from licensing in all 50 states and the District of Columbia. For more information, visit [TheMoneySource.com](https://www.themoneysource.com). NMLS# 6289.