



## NEWS RELEASE

---

### **IC Savings welcomes industry veteran to its lending services team**

**TORONTO, ON, March 25, 2020** – IC Savings is pleased to announce the appointment of Joe Rosati as vice-president of sales and marketing in its lending services division. As the newest member of the leadership team for the GTA-based credit union, Rosati will lead all divisional sales and marketing efforts, including market development and broker origination initiatives across the province.

“Joe has an impressive track record of delivering success, and the depth of his knowledge and experience is simply unmatched,” says Bruce Savage, senior vice-president of lending services. “His demonstrated ability to build broker relationships and his focus on attracting and developing talent are valuable assets that will position him well to contribute to our overall growth strategy.”

Rosati is a well-known leader in the Canadian mortgage space. Most recently, he served as president and chief executive officer of Broker ONE, the rebranded outcome of the acquisition of Real Mortgage Associates Inc. in 2016, which he spearheaded while CEO of Broker Financial Group.

“I have worked with and known members of IC Savings’ leadership team for more than 30 years, and have admired the growth of the credit union from its inception,” says Rosati. “I am thrilled and excited to have the opportunity to join IC Savings and to contribute to its future.”

While his career had modest beginnings, Rosati quickly assumed positions of increasing seniority and responsibility. He started as a loan officer at TransCanada Credit in 1982 before moving to Guaranty Trust a year later, where he was first a mortgage underwriter, and then a broker services manager. Several executive positions followed at various financial institutions, including Scotiabank, MCAP and Home Trust Company, and at industry associations such as the Independent Mortgage Brokers Association (IMBA).

/ more

At Scotiabank he piloted the growth of the mortgage broker channel as a customer acquisition strategy. When he left the bank in 2008 after 12 years as its national sales director, this channel represented 25 per cent of its mortgage origination. At IMBA, he served as the association's first executive director.

Rosati has consistently been recognized by the industry as an innovative professional who has helped redefine the Canadian mortgage industry.

### **About IC Savings**

IC Savings is an urban community credit union with eight branches in the west GTA. Opened in 2000 as Italian Canadian Savings & Credit Union, its focus is to bring co-operative banking, with a passion for community development, to the neighbourhoods it serves. Visit [www.icsavings.ca](http://www.icsavings.ca) to learn more.

— 30 —

For media enquiries, please contact:  
Susana Petti  
Manager, Marketing and Communications  
IC Savings  
T: 416.780.4549  
[spetti@icsavings.ca](mailto:spetti@icsavings.ca)