

BRIAN COVEY BIOGRAPHY

SHORT

Brian Covey is the Divisional Senior Vice President at CrossCountry Mortgage, the nation's number one retail mortgage lender, recognized for its industry-leading growth, innovation and culture. With more than two decades of leadership experience, Brian has scaled teams from \$245 million to \$2.45 billion in production — driven by a leadership style rooted in vision, accountability and heart.

A former professional athlete turned executive leader, Brian brings a competitive edge and team-first mindset to every challenge. He's passionate about building high-performing teams and empowering others to reach their full potential. He's been recognized as a LinkedIn Top Voice and is one of the most-followed leaders in the mortgage industry.

As a speaker, bestselling author and host of The Competitive Edge Podcast, Brian inspires thousands to elevate their leadership, performance and purpose — without losing sight of what matters most.

LONG

Brian Covey is the Divisional SVP at Cross Country Mortgage, where he plays a key role in the company's strategic expansion and performance across national markets. Known for its strong culture and customer-first approach, Cross Country Mortgage empowers loan officers and teams to thrive, and Brian is at the forefront of that movement.

Over two decades, Brian has led high-performing teams and driven results that speak for themselves—including 10x growth in regional production from \$245M to \$2.45B in just five years. His leadership philosophy blends strategic vision with a relentless commitment to empowering others, and it's helped elevate him as one of the most respected voices in the mortgage industry.

Named a LinkedIn Top Voice and one of the top two most-followed mortgage professionals on the platform, Brian continues to share insights on leadership, personal development, and innovation with an ever-growing audience.

A former pro and Division I athlete, Brian brings that same discipline, drive, and team-first

mindset to every aspect of his life. In 2024, he leveled up his fitness journey, a testament to his belief that greatness isn't accidental—it's intentional.

He's taken the stage with legends like Ed Mylett, John Maxwell, Jessie Itzler, Dave Meltzer, and Anthony Trucks, inspiring crowds at Create, AmpCon, HousingWire, Mortgage Mastermind Summit, and many more.

Through his bestselling book *Conversations with Covey* and *The Competitive Edge Podcast*, Brian is equipping the next generation of leaders to grow in all areas—without sacrificing their values or balance.

“My mission is to help people lead lives of purpose, passion, and peak performance—because when we align those, success becomes sustainable and fulfilling.” -Brian Covey