

NYAMB 38th Annual AI Tech & Marketing Conference

Monday, November 10, 2025 / 8:30am-6:00pm

Marina Del Rey, Throgs Neck, NY

Preliminary Program Highlights:

8:30am – 9:30am: Check in/Breakfast with Exhibitors (Exhibit Hall Open all Day)

9:30am – 9:45am: Opening Remarks:

Speakers:

- Nicholas Castronova, President
- Mark Favalaro, Chairman of the Board and Conference Chair

9:45am – 10:30am: General Session A:

“AI Powered Sales Strategies: The Missing Edge for Marketing Domination”

- **Featured Speaker:** Jeff Lobb, Founder & CEO of SparkTank Media and Coach52

In a world where attention is the new currency, traditional marketing tactics are no longer enough. Join us for a high-impact session that pulls back the curtain on **AI-powered strategies**—the game-changing tools and insights that are reshaping how mortgage professionals connect, convert, and dominate in today’s hyper-competitive market.

Led by **Jeff Lobb**, a nationally renowned real estate industry tech strategist, marketing coach, and the dynamic founder of **SparkTank Media** and **Coach52**, this session dives into how artificial intelligence is no longer just a buzzword—but the *missing edge* for those looking to lead in the digital marketing space.

Attendees will walk away with:

- Actionable AI tools that automate and optimize marketing efforts
- Proven strategies to personalize client engagement at scale
- Insights into content creation, lead generation, and client retention using AI
- A fresh perspective on how to stand out in an increasingly noisy market

Whether you’re a broker, loan officer, realtor, marketer, or business owner, this session will equip you with the modern marketing arsenal needed to thrive in 2025 and beyond. Don’t miss this opportunity to learn from one of the industry’s most forward-thinking voice.

10:35am – 11:10am: General Session B:

“Industry Round Robin - Re-shaping the Broker Experience: Technology Innovations for New York’s Mortgage Market”

5 Top Wholesale Experts Reveal the Future of the Wholesale Mortgage Broker Industry in a “NEW” World of Artificial Intelligence & Technology

Speakers to include:

- Justin Glass, SVP of Sales, UWM
- Deborah Robertson, Divisional Manager, Wholesale Production, Plaza Home Mortgage
- Scott Houpp, Pennymac TPO
- Dart Bank
- REMN Wholesale

11:15am -11:25am: **10 Minute Break**

11:30am – 12:00pm General Session C:

- **Presentation by UWM**

12:15pm-1:30pm “Annual Membership Meeting/Awards Luncheon in the Grand Ball Room with Exhibitors”

Awards presentation, Hot Buffet Lunch (Kosher Food options available) Open Bar

sponsored by: UWM

1:45pm – 2:45pm: NYSDFS Updates

with invited guest speaker: **Rholda Ricketts, Deputy Superintendent,
Mortgage Banking Division, NYSDFS**

2:45pm-3:00pm: Afternoon Break (coffee and cookies)

3:05pm-3:50pm: "Mortgage Technology: The AI Revolution

- 3:00pm-3:15pm: **“Beyond the Data: Building Better Relationships with Prospects and Referral Partners”** *Speaker: Steven Wynands, Founder & CEO of RETR*
Learn how top producers are leveraging data, ai, systems, and personal touches to 8x their production.
- 3:15pm-3:30pm: **“Presentation from Cotality”**
Speaker: Chuck Robert, Senior Account Executive, Cotality
- 3:30pm-3:45pm: **“Marketing on Overdrive”**
Speaker: Lyndsay Magre , VP of Marketing, Aduvo
Aduvo helps mortgage professionals turn one-time borrowers into lifelong clients. With automated nurturing, smart loan data integrations, and pre-built compliant content, we make it simple to stay top-of-mind and earn repeat business—so your clients come back to you, not the competition.

3:55pm – 4:15pm General Session D: "Reimagining Credit: The New Frontier of Reporting and Its Economic Impact" The New Frontier for credit reporting and how this translates into huge savings for the NY consumer and the industry. *Speaker: tba*

4:20pm – 4:35pm General Session E:

"Closing Day Confidence: How Title Teams Keep Deals on Track"

Speaker: Jamie Agoglia, Founder & CEO, Ram Abstract Ltd.

Buying or refinancing a home is one of life’s biggest milestones—and the closing process should feel just as rewarding. Join us for an exclusive session with **Ram Abstract Title**, where we’ll explore expert **Title Insurance Agents** and dedicated **Personal Team Service** work hand-in-hand to eliminate stress, reduce delays, and ensure every transaction closes smoothly.

4:40pm-5:00pm General Session F:

The Effects of Artificial Intelligence related to the NY Mortgage Broker & Consumers

- 4:20pm-4:30pm: *Speaker: Walter Contreras, Founder & CEO of Motiva Networks*
- 4:30pm-4:40pm: *Speaker Al Alper, Founder & CEO of Absolute Logic*

5:00pm – 6:30pm: Exhibit Hall Open / Reception with Open Bar/Food & Raffles

*PROGRAM SUBJECT TO UPDATES