FINANCE of AMERICA

NEWS RELEASE

Finance of America Expands Leadership Team to Accelerate Growth and Innovation

2026-06-23

New brand, communications, and product leaders will help expand access to home equity and reshape retirement financing in the U.S.

PLANO, Texas--(BUSINESS WIRE)-- Finance of America Reverse LLC (“FOA” or the “Company”), the nation’s leading provider of home equity-based financing solutions for modern retirement, today announced the appointments of three senior leaders to its leadership team across brand, communications and product: Colm Murphy joins as Chief Brand Officer, Jordan Baucum as Senior Vice President of Communications, and Mike Urban as Chief Product Officer.

This press release features multimedia. View the full release here: **https://www.businesswire.com/news/home/20260623597752/en/**

(From left to right) Jordan Baucum, Colm Murphy, Mike Urban

The appointments reflect FOA’s continued investment in building a fully integrated brand, communications and product engine designed to accelerate growth, deepen trust, and deliver innovative solutions that expand how Americans access home equity in retirement.

“These hires strengthen the core of how we build and deliver for customers as we enter our next phase of growth,” said Kristen Sieffert, President of FOA. “By aligning brand, communications, and product more closely, we’re better positioned to simplify a complex category and create solutions that reflect how people approach retirement today. Colm, Jordan, and Mike bring the leadership to help us do that well and at scale."

Murphy joins FOA from Publicis Groupe, where he served as Global Chief Strategy Officer for Citi, following leadership roles at Bloomberg Media. Baucum brings extensive financial services and communications experience from Customers Bank, First Republic Bank, and Chevron. Together, they will lead FOA's efforts to help strengthen FOA's position as a trusted voice in retirement planning and financial wellness. Both Murphy and Baucum will report to Angela Tribelli, Chief Marketing Officer of FOA.

"Our goal isn't simply to build a stronger brand," said Tribelli. "It's to help Americans better understand the role home equity can play in retirement and ensure they have access to clear, transparent information when making important financial decisions. Colm and Jordan bring the strategic leadership needed to strengthen trust, expand that conversation, and help position Finance of America at the center of the retirement security discussion."

Complementing these efforts, Urban joins FOA, with deep expertise building and scaling product organizations across financial services. Most recently serving in leadership roles at Best Egg and Barclaycard, he brings experience spanning product management, operations, delivery and design. Reporting to Chief Information Officer Brian Conneen of FOA, Urban will lead FOA's product strategy and execution, with a focus on accelerating innovation and expanding the company's retirement solutions platform.

"Mike has built his career turning strategy into execution in fast-moving environments," said Conneen. "He brings the right combination of vision and discipline to help us scale our product organization and deliver practical, innovative solutions that improve how customers access and use their home equity."

Together, these appointments strengthen Finance of America's leadership bench at a pivotal moment for retirement planning in America. As more retirees seek new approaches to funding longer lives, FOA remains committed to providing innovative home equity solutions that help people retire with greater confidence.

About Finance of America

Finance of America Reverse LLC dba Finance of America (NMLS 2285 Equal Housing Opportunity) is a modern retirement solutions platform that provides customers with access to an innovative range of retirement offerings centered on the home and is the consumer brand and reverse mortgage operating subsidiary of its parent company, Finance of America Companies Inc. (NYSE: FOA). In addition to the reverse mortgage business, Finance of America Companies offers capital markets and portfolio management capabilities primarily to optimize the distribution of its originated loans to investors. Finance of America is headquartered in Plano, Texas. For more information, please visit **www.financeofamericacompanies.com**.

View source version on businesswire.com: **https://www.businesswire.com/news/home/20260623597752/en/**

Media Contacts

For Finance of America Media Relations: **pr@financeofamerica.com**

For Finance of America Investor Relations: **ir@financeofamerica.com**

Source: Finance of America Reverse LLC