

Britany Luth, SVP, Business Optimization

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As Senior Vice President of Business Optimization at Finance of America, Britany Luth works across the organization to oversee company-wide strategic initiatives, develop new products and ready them for launch, and automate and create system efficiencies across sales and operations teams, creating a better user experience from start to end. Prior to joining FAR, Luth was the director of a nationwide title company. She holds a B.S. in business management with a minor in marketing from Oklahoma State University.