

George Morales, Mortgage Cadence



With a passion for the mortgage business and the reverse mortgage space, George is a strategic thinker and leader who excels at achieving results. Known for being great with people, George has built a reputation for developing and fostering strong relationships.

Currently, George serves as the Chair of the Reverse Mortgage Development Workgroup (DWG) at MISMO, where the group leads efforts to mainstream reverse mortgage products by developing industry-standard models and work products. This role involves setting agendas, leading meetings, and orchestrating the development and maintenance of work products.

As the National Sales Director at Mortgage Cadence, George drives partnership development efforts for software solutions at a national level, developing comprehensive sales strategies, managing client relationships, and identifying new business opportunities. Previously, as the Reverse Mortgage Product Manager, George provided product strategy and expertise for the Mortgage Cadence Platform, ensuring features were built, tested, and adopted successfully.

In earlier roles, George served as the VP of Reverse Mortgage Lending at Primary Residential Mortgage, where he and the team led business development efforts, and as a Senior Sales & Product Trainer at American Advisors Group, where he trained sales teams and developed product strategies.

George also has experience in business development and international partnerships from his time at the Center for Advanced Coaching, and as the Director of Operations at MobileCause, where he helped build the company into the nation's largest mobile fundraising software provider.