



BFF Appoints Marketing Leader Steven Winokur as Chief Marketing Officer to Drive Next Phase of Growth

Costa Mesa, CA – [January 27th, 2026] – **Brokers First Funding (BFF)**, a leading wholesale lender specializing in non-agency and non-QM products, has named Steven Winokur as its Chief Marketing Officer. This strategic appointment underscores BFF's commitment to innovation and growth in the evolving mortgage landscape. Winokur, widely recognized for transforming brands into market leaders, brings a proven track record of driving marketing innovation, accelerating customer engagement, and delivering measurable business impact.

"Steven's expertise and vision for marketing innovation make him the perfect fit for BFF as we enter our next phase of growth," said Shabi Asghar, President of BFF. "His ability to connect brands with audiences in meaningful ways will help us scale and deliver exceptional value to our customers."

As CMO, Winokur will lead BFF's marketing strategy, brand development, and customer engagement initiatives. He joins BFF with extensive experience in the mortgage industry, having served as VP of Marketing, TPO for Carrington Mortgage Services and Chief Marketing Officer for Angel Oak Lending, where he played a pivotal role in expanding non-QM product adoption and driving significant growth. His deep expertise in non-QM lending positions BFF to strengthen its leadership in this critical segment.

"I'm thrilled to join BFF at such an exciting time in its journey," said Winokur. "The company's commitment to innovation and customer-centricity aligns perfectly with my passion for creating impactful marketing strategies. I look forward to working with this incredible team to elevate the brand and drive sustainable growth."

About Brokers First Funding (BFF)

BFF is a premier solutions-based financing partner dedicated to empowering brokers and sellers with flexible, innovative funding solutions. With a focus on speed, reliability, and customer success, BFF has built a reputation for delivering tailored financial products that help clients thrive in today's competitive marketplace. By combining cutting-edge technology with personalized service and a comprehensive product suite (including non-

Agency, non-QM, conventional, and government loans), BFF ensures brokers have the tools and resources they need to succeed.

For more information about BFF and its leadership team, visit <http://www.bffws.com>.

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