

Rosalie Berg

President and CEO

Rosalie Berg founded Strategic Vantage in 2002 and grew the company into one of the largest marketing, public relations and social media agencies serving the mortgage industry. She has more than 23 years of marketing, public relations and social media experience, dedicating 20 of those years to the real estate and housing finance industries.

A nationally recognized mortgage industry leader, Rosalie has a long track record of conceptualizing and implementing strategic marketing campaigns that have led to double-digit revenue growth and lucrative company sales. In 2019, she was listed among the mortgage industry's "Most Powerful Women" by National Mortgage Professional, and in the same year appeared on the cover of Mortgage Women Magazine.

Rosalie is actively involved in client accounts at Strategic Vantage, overseeing all agency work and assisting in the creation and execution of marketing, public relations and social media campaigns.

Prior to founding Strategic Vantage, Rosalie worked as Vice President of Marketing for mortgage technology provider OpenClose Technologies. She has held executive marketing positions at Oracle® consulting firm Dataforce Corporation and packaged software provider Expert Software (now Activision®). At the public relations agency Publicis Sanchez & Levitan, her clients included Absolut Vodka, Lennar Homes, Marshalls and Seagram's. Rosalie has also worked at Mercer Management Consulting doing analysis for Fortune 500 companies.