



## **Craig Pollack**

**Senior VP of Business Development at SocialSurvey**  
**SocialSurvey.com**

A lifelong entrepreneur, Craig is the SVP of Client, Partner, and Industry Relations for SocialSurvey, the only Enterprise Reputation Management tool built specifically for the mortgage industry. After owning and managing his own retail and wholesale apparel business for many years, he transitioned to mortgages in 2001 where he held numerous roles over a 10 year career. Switching to the tech side in 2012, Craig joined CEO and founder of SocialSurvey, Scott Harris at a predecessor company to SocialSurvey where they offered a variety of technology solutions to lenders. As SocialSurvey was born in 2015, Craig worked side-by-side with Mr. Harris to introduce the solution to independent lenders and real estate brokerages. Now that the company has grown to over 60 employees, Craig works closely with many of the departments to ensure the founder's vision is carried out "at scale". The primary core value at SocialSurvey is "Create Wow" and Craig works tirelessly with the team and industry partners to fulfill that mission.