

# Be Resourceful and Committed

When I was 29 years old, I traveled to Chicago to ask my future wife's father for her hand in marriage, arriving in the middle of a full-blown transit strike. No taxis, buses, or subways were running. I shared my plight with the driver of a beer truck, and he volunteered to give me a ride if I helped with his deliveries. I delivered beer in a coat and tie and then arrived in a Budweiser truck. What a story this made for my in-laws. But, from the start, they knew that I was resourceful and committed.



## E. Thomas "Tom" Booker, III

As a young man, Tom Booker became enamored with the power of technology to reconfigure business systems and was impressed by the impact that new information had on financially based decisions. Now he is at the forefront of business technology and financial information as Senior Vice President and Client Executive at First American Information Solutions Company.

One of Booker's primary responsibilities is to lead teams within a division that generates \$200 million for First American's Information Solutions Group. Booker is involved in the traditional delivery of information products and services—including financial oversight—plus, he plays an important role in product strategy and marketing communications.

"I was inspired to enter this business because of my desire to be a part of the most important financial transaction in America, home ownership," explains Booker. "I also had a desire to leverage technology to make the process more transparent, cheap, and more broadly available."

Prior to joining First American, Booker served more than nine years at Fannie Mae and spent 10 years at IBM, where he did everything from

serving as an industry advisor to testifying before Congress. Recently, he has been involved with the Mortgage Bankers Association as a presenter, and, in 2009, *Default Servicing News*, a leading industry publication, profiled Booker as a new face in default servicing.

During the winter of 2008, First American called on Booker to help redefine its loss-mitigation component into a more transparent, technology-enabled business to compete with the top-tier service providers in the industry. Under his leadership, the new service was developed in just 90 days, using 25 percent of the resources commonly required for similar operations. Booker recruited the team to do the work, helped business leaders understand its value, and managed all of the new business proposals. The new unit won \$5 million in new business—an amount equal to its entire revenue for the previous year.

Scott A. Brinkley is Senior Vice President and Division Head for Outsourcing Technology Solutions at First American. "Tom is

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extremely professional, knowledgeable, dedicated, and a born leader,” says Brinkley. “His breadth of experience and ability to relate to people combine to make him one of the most effective people I know.”

Booker is also active in engaging minority business partners for First American, and he recruits diverse candidates from leading business schools for management, training programs, and other roles within the organization.

“Something about growth and triumph by the least among us appeals to me,” Booker explains. “I believe my purpose is to do the tough things that help people, communities, and businesses become successful. I look at myself as the guy who will do willingly what others may not do under any circumstance.”

The father of an 18-year-old college freshman and an 8-year-old fourth-grader, Booker still finds time to volunteer. A former board member of the Center for Youth Services in New York, Booker has served on boards at the Community College of Baltimore and the Chimes Organization and chaired Maryland’s Work Force Development Board.

*CareerFOCUS Magazine*<sup>™</sup> and the National Eagle Leadership Institute<sup>®</sup> salute 2009 Eagle Award winner E. Thomas Booker, III.

#### Nominating Company

The First American Corporation

#### Current Position

Senior Vice President,  
Client Executive

#### Professional Milestones

- Presenter, Mortgage Bankers Association
- Profiled in *Default Servicing News*, a leading industry publication

#### Community Leadership

- Board Member, the Center for Youth Services
- Workforce Development Board, City of Baltimore
- Workforce Development Board, State of Maryland

#### Leadership Principle

Grasp the facts with a clear view of what success means, be accountable, and engage in direct and candid communication.

#### Education/Training

- Bachelor of Science, University of Wisconsin-Madison

#### Birthplace

Baltimore, Maryland

#### Current Home

Ellicott City, Maryland

### The Leadership Promise at First American

At First American, there is nothing we value more than our employees. Therefore, our aim goes well beyond recruiting the best possible workforce; we work to provide our employees with the tools and training to help them excel in an environment that encourages creativity, initiative, and professional growth. Our commitment to leadership is evidenced by a number of leadership-development programs, formal and informal mentoring engagements, and employee-performance awards. Our newest employee award is the Kennedy Excellence Award, named after First American’s founding family and Chairman. The award is designed to recognize role models, including high-performance contributions by our talented workforce and is issued twice per year. We also immerse our team members in challenging and significant on-the-job training through student internships, employee business councils, and community volunteerism that expose them to a wide range of the company’s operations. All of these tools and programs work together to help our workforce develop a solid understanding of the business and identify the areas that best match their interests, skills, and abilities.