



**Paul Lucido**  
Chief Marketing Officer  
Paramount Residential Mortgage Group, Inc.

**Paul Lucido** is the Chief Marketing Officer for PRMG. Paul is an award-winning seasoned professional with over 20 years of Brand Development and Advertising expertise in the mortgage industry, including 7 years as VP, National Marketing Director for First Magnus Financial. Paul oversees the corporate brand for PRMG. This includes all national advertising and marketing communications in alignment with the vision and company directives of PRMG's CEO to promote a consistent message across all mediums and business channels. Paul has a strong passion for what he does. His ability to **inspire others to** tap into their creative potential and couple it with artistic sensibility and visual communication has helped PRMG successfully build their corporate brand and footprint nationally-- taking it to a **commercial grade level**. Some of his most recent PRMG ad campaigns have been showcased on the cover of the Scotsman Guide for 2015-2017.

Today, PRMG is consistently ranked in the Top 25 of 100 Best Mortgage Companies in America!