

Tulu Kaiffee
Mortgage Multicultural Manager
Senior Vice President
BB&T (Branch Banking & Trust)

Tulu Kaiffee is SVP and Mortgage Multicultural Manager at BB&T. She is responsible for creating and leading BB&T's Multicultural Mortgage strategy. She has been a key player in BB&T Multicultural Banking strategy by creating multiple platforms around financial education, business literacy, mentorship, business development, recruitment of bilingual talent, community engagement and sales benchmark tracking which are widely used across BB&T's footprint. These platforms strategically target and measure client growth predominantly in BB&T's Hispanic, Asian and African American communities.

Tulu is the bridge between BB&T and non-profits/for-profit organizations; to bring increased knowledge around homeownership, affordable and sustainable mortgage products, workforce development and grassroots marketing to multicultural communities. She proactively seeks opportunities to partner with communities in need of education around the dream of becoming a homeowner within the United States.

BB&T's multicultural strategy focuses on recruiting new hires which bring cultural competency, market knowledge and market-dominant bilingual skills; which ensures the delivery of BB&T's "Perfect Client Experience" as well as retention and growth of their existing client base. Tulu leads a robust internal and external multicultural strategy by over-seeing footprint-wide execution within 15 states and Washington, D.C.

Tulu has been in the financial services industry for 19 years with experience in Consumer Banking, Small Business Banking, Commercial Credit, Commercial Lending and Mortgage.

BB&T is in the top 10 financial services providers in the United States; headquartered in Winston-Salem, NC. BB&T operates more than 2,200 financial centers in 15 states and Washington, D.C. BB&T is a full-service provider of Banking, Insurance, Investments, Wealth Management and Mortgage services.

Tulu currently serves the following organizations:

Welcoming America – Board Member
Latin American Chamber of Commerce – Board Member
Who's Who Amongst Asian Community – Board Member
Welcoming Atlanta – Advisory Board Member
Caminar Latino – Advisory Board Member
Asian Cultural Experience – Advisory Board

And supports:

Hispanic Corporate Council Atlanta - Member
GA Hispanic Construction Association – Member
G.A.L.E.O – Corporate Member
Vietnamese American Chamber of Commerce - Member