



EXECUTIVE LEADERSHIP TEAM





KENNY HODGES

Chief Executive Officer

Kenny Hodges is the founder and CEO of Assurance Financial. After working with Wells Fargo for seven years out of college, he founded Assurance Financial in 2001 and has grown the company to over 20 branch offices supported by two operations centers. He is a licensed mortgage banker through the National Mortgage Licensing System Registry and has 27 years of mortgage lending experience.

Kenny earned a B.S. in Entrepreneurship Management from Louisiana Tech University where he was elected to serve as the Student Government Association President. He is an active member of the Mortgage Bankers Association and the Louisiana Mortgage Lenders Association where he is a past Board President. He is a member of Young Presidents Organization (YPO) Louisiana and is a past Chapter Chair. Kenny currently serves on the Louisiana Tech University College of Business Dean's Advisory Board. Kenny is married with three children and resides in Baton Rouge, Louisiana.





STEVE WARD

President

Steve Ward has over 17 years with Assurance Financial. He began his career in production before assisting in the company's retail branch expansion. Steve is Assurance Financial's President, Chairman of the Executive Committee and a member of the company's Board of Directors. Steve lives in Baton Rouge, LA with his wife and three children.



SCOTT ALEXANDER

Chief Operating Officer

Scott Alexander is Chief Operating Officer of Assurance Financial. During his tenure, Alexander has held leadership roles in both operations and sales. He helped establish the Operations Division and has served as Underwriting Manager, Director of Operations, and Sales Manager at the Baton Rouge branch. He also played a key role in helping the company obtain its FHA and VA underwriting authority and continues to hold both certifications. His broad experience enables him to understand challenges from multiple perspectives, making him a leader who connects strategy with execution. In his spare time, he enjoys spending time with his family.





CHAD HEBERT

Chief Financial Officer

Chad Hebert, CPA, CMB, joined Assurance Financial in 2013 and is now the Chief Financial Officer. Prior to 2013, Chad worked in public accounting, along with a role in financial reporting at a publicly traded advertising firm. In 2017, Chad earned the Certified Mortgage Banker designation and is a member of the MBA Accounting & Financial Management Committee. Chad graduated from Louisiana State University and currently resides in Baton Rouge, Louisiana with his wife and daughter.



JIM CLAPP

Chief Lending Officer

With over 25 years of experience in the financial services and mortgage industries, Jim leads Assurance Financial's lending strategy, focusing on innovation, efficiency, and continued growth in mortgage services across the nation. Jim has held executive roles at several prominent mortgage and financial organizations, where he was responsible for strategic growth, risk management, and driving operational efficiency. His expertise in lending and leadership aligns perfectly with Assurance Financial's mission to provide a superior mortgage experience that is client-focused and rooted in trust.





COURTNEY HENSON

Chief Administrative Officer

Courtney Henson is Chief Administrative Officer for Assurance Financial. She is responsible for the oversight and management of the HR, Marketing, IT, and Corporate Council departments. She has been with the company since 2013, and has been an integral part of its growth during that time, and now sits as a permanent member of the company's Executive Committee.



MAC CREGGER

Executive Vice President of Strategic Growth

Mac brings more than 20 years of mortgage leadership experience, known for helping teams grow with purpose, clarity, and impact. He has a proven track record of building high-performance cultures rooted in accountability and heart, blending operational excellence with a people-first mindset that drives sustainable growth.

