

Meet your Strategic Relationship Manager

Paul Keifer

Strategic Relationships Senior Manager

616.250.4539

paul.keifer@bofa.com

BIOGRAPHY

Paul Keifer leads the Strategic Partnerships team focused on affordable housing and entrepreneurship at Bank of America. Paul manages the development, implementation and execution of sales growth and brand awareness strategies with a specific focus on affordable housing programs and first-time homebuyers, and positioning Bank of America to meet Community Reinvestment Act and Fair Lending requirements. He is responsible for managing and deepening strategic partnerships with real estate trade organizations, non-profit, and strategic partners.

