

Birchwood Credit Services: Michael Lord Named CEO and Larry Avery Appointed Vice Chairman & Executive Managing Director

Birchwood Credit Services names Michael Lord CEO as Larry Avery transitions to Vice Chairman, positioning the company for continued growth and innovation.



Birchwood Credit Services

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[Birchwood Credit Services](#) today announced changes to its executive leadership team designed to support the company's continued growth and long-term vision. Effective immediately, Michael Lord has been appointed Chief Executive Officer, and Larry Avery has transitioned into the newly created role of Vice Chairman & Executive Managing Director.

Lord brings 30 years of leadership experience across the credit reporting, mortgage, and data verification industries. Throughout his career, he has led organizations and teams spanning sales, operations, technology, product development, compliance, and client strategy, building a reputation for driving growth, developing high-performing teams, and fostering strong client relationships.

As Chief Executive Officer, Lord will lead [Birchwood](#)'s strategic direction while advancing the company's [commitment to service](#), strong partnerships, and innovative solutions that help clients succeed in an evolving mortgage and lending environment.

The transition follows more than 24 years of dedicated service from Avery, who has held various roles throughout his tenure and played a pivotal role in shaping Birchwood into one of the industry's most trusted credit and verification partners. As Vice Chairman & Executive Managing Director, Avery will remain actively involved in the business, focusing on strategic initiatives, major client relationships, business development, mergers and acquisitions, and long-term organizational opportunities.

Scott Cooper will continue in his role as Chief Operating Officer, working closely with Lord, Avery, and Birchwood's leadership team to execute the company's strategy and maintain operational excellence across the organization.

The leadership transition preserves the values, relationships, and customer-first culture that have defined Birchwood for more than three decades while positioning the company for its next phase of innovation and growth.

"Birchwood has always been built on strong relationships, exceptional service, and a commitment to helping our clients succeed," said Larry Avery, Vice Chairman & Executive Managing Director. "I'm excited to continue supporting the company's growth while working alongside Michael and our leadership team as we build on that foundation and pursue new opportunities for the future."

"I am honored to lead Birchwood into its next chapter," said Michael Lord, Chief Executive Officer. "Larry's leadership has created an outstanding organization and culture. Together with Scott and our talented team, we will continue investing in the people, technology, and solutions that allow our clients to thrive."

About Birchwood Credit Services

Birchwood Credit Services is a trusted provider of credit reporting, verification, and mortgage technology solutions serving lenders and financial institutions throughout the United States. For more than three decades, Birchwood has helped clients streamline workflows, improve efficiency, reduce risk, and better serve borrowers through exceptional service, industry expertise, and innovative technology.

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