

Simplicity Financial Marketing Strengthens Its Sales Team With New Chief Sales Officer

FINANCIAL ORGANIZATION WELCOMES CHAD BLANTON TO ITS
LEADERSHIP TEAM



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Simplicity Financial Marketing →

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HARTFORD, Conn., Aug. 29, 2017 /PRNewswire/ -- Premier independent financial distribution company, Simplicity Financial Marketing, has hired Chad Blanton as part of its growth plans. Simplicity is dedicated to providing its agents and business partners with the best tools and sales strategies to guide their customers in planning for retirement.

In his role as Chief Sales Officer for Simplicity's Chicago, Scottsdale and Houston offices, Blanton will be responsible for managing, training and growing Simplicity's sales team of 30 business coaches.



Chad Blanton, Chief Sales Officer

"We're extremely pleased to add Chad to our team," said Dave Vick, Principal, Simplicity Financial Marketing. "Chad has a rich background in our industry and has helped countless advisors, agencies and FMOs grow their businesses."

Blanton graduated from Appalachian State University with a degree in Business Management in May of 2008, and immediately started his career at Financial Independence Group. During his time there, he contributed to their sales growth in FIA premium.

"I'm looking forward to joining the Simplicity family and growing the firm in a significant way," said Blanton. "At the core of my decision to join the team was the opportunity to continue to forge new, strong relationships with staff and the advisors that they serve day in and day out."

About Simplicity Financial Marketing

Simplicity Financial Marketing is one of the nation's largest financial marketing organizations--providing annuity, life insurance, and retirement solutions to independent insurance professionals, financial advisors and their clients. Headquartered in Hartford, CT, Simplicity is known for its premier services and solutions, as well as leading and operating with the strongest compliant and ethical bearings.

Working with over 20,000 financial professionals, 100 partner agencies and 30 broker-dealer partners, Simplicity brings exceptional value and quality to the industry and its customers.

For more information about Simplicity Marketing, visit www.simplicitymarketing.com or call 800.201.0224.

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