

Simplicity Group hires Emily Cramer as Business Development Lead



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SUMMIT, N.J., March 16, 2020 /PRNewswire/ -- Simplicity Group Holdings ("Simplicity") is pleased to announce that Emily Cramer has joined the group as Vice President of Business Development. At Simplicity, Ms. Cramer will continue her most recent work, advising partner agencies on how to grow their business within the Simplicity framework. Ms. Cramer joins Simplicity with over 15 years combined experience in sales, marketing and recruiting.

"We are excited to welcome Emily Cramer to the Simplicity team," stated Bruce Donaldson, Simplicity's Chief Executive Officer. "Her broad experience and insightful perspectives on our industry are an invaluable asset to Simplicity and will serve her well as she expands our business."

Prior to joining Simplicity Ms.Cramer was the Vice President of Distribution at a national marketing organization. In her former role, Ms. Cramer managed relationships with BGA's, IMO's, Broker-Dealers, and Registered Investment Advisors, offering support in business development, agent recruiting, and carrier relations. Ms. Cramer previously worked for an industry trade publication, providing marketing and lead generation consultation to IMO's, carriers, and other national financial organizations. Ms. Cramer earned a BA in Communications from California University of Pennsylvania.

"I am thrilled to join the Simplicity team," stated Ms. Cramer. "Simplicity is already a leader in the independent distribution market and has a bright future – I look forward to helping accelerate that success."

About Simplicity Group Holdings

Simplicity Group Holdings has acquired and owns twelve insurance distribution businesses and is one of the nation's largest and fastest growing financial marketing organizations. Simplicity provides annuity, life insurance, and retirement solutions to independent insurance professionals, financial advisors and their clients through its operating subsidiaries. For more information about Simplicity, please visit: www.simplicitygroupholdings.com.

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