



For Immediate Release

## **NAFA Board Appoints Kim O'Brien President and CEO**

*Milwaukee, WI (June 24, 2011)* – The Board of Directors at the National Association for Fixed Annuities appointed Kim O'Brien as President & CEO for the association at their June 16 meeting. The board voted to issue an emergency amendment in accordance with its by-laws to implement the change immediately. A formal ratification vote will be sought from NAFA's membership at its annual meeting this fall.

The promotion recognizes O'Brien's extensive job responsibilities for all aspects of the association's management. NAFA membership now represents over 85% of all premium for fixed indexed, book value and income annuities that are written through the independent distribution system. O'Brien's title change is also focused on aiding NAFA's education and advocacy efforts as it demonstrates the association's plan for growth and fixed annuity representation with the media, regulators, and legislators. She has served as Executive Director for the association since 2004.

In July 1992, O'Brien was the first woman in Wisconsin to pass the CFP® exam established in 1991 by the CFP Board as a single comprehensive examination modeled after the licensing examinations given to attorneys or Certified Public Accountants (CPAs). In 2002, she founded an insurance marketing organization and received the 2002 Entrepreneur Award from Sun Life. Previously, she served as Executive Director of Marketing and Product Management at Clarica, where she led the development, marketing, and training processes for the company's portfolio of declared and indexed rate annuities. Her experience also includes directing the marketing department for term and permanent life and subsequently individual health products, group health products, and student health plans for Fortis Insurance Company now Assurant Health.

O'Brien holds an MBA degree and recently completed her first year of studies in the Juris Doctor program at William H. Taft Law School.

NAFA, the National Association for Fixed Annuities, is a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities – including income, declared rate, market value adjusted and indexed. NAFA is the only association whose sole purpose is advocating for the fixed annuity product and educating regulators, legislators, consumers, members of the media, industry personnel, and distributors about fixed annuities and their benefits to retirees and those planning retirement. NAFA's membership of fixed annuity carriers and independent marketing organizations (or field organizations) represents over 200,000 agents and registered representatives selling fixed annuities. NAFA was founded in 1998 and is headquartered in Milwaukee, Wisconsin. Get more information on annuities at [www.nafa.com](http://www.nafa.com).

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