

# EMILY C. RASSAM, CFP<sup>®</sup>, CRPS<sup>®</sup>, AIFA<sup>®</sup>

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## OBJECTIVE

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Passionate, driven sales professional with a decade of experience with corporate retirement plans. High level of performance in many roles including sales, service, employee education delivery, and managing relationships with clients and all vendors.

I am seeking a sales or relationship management position in Charlotte, North Carolina.

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## WORK EXPERIENCE

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### Principal Financial Group

September 2013- Present

*Retirement Plan Sales Representative - February 2016 – Present*

- ♦ Cultivates relationships with financial advisors and third party administrators
- ♦ Builds prospecting strategies with advisors, develops value proposition statements, and coaches advisors on sales strategies and conversation starters
- ♦ Knowledgeable about DOL and ERISA best practices and fiduciary responsibilities
- ♦ Leads fact finding conversations and sales presentations with advisors to win business
- ♦ Educates advisors about Principal products including 401k, 403b, DB, NQDC, ESOP
- ♦ Second highest close ratio in peer group

*Benefit and Planning Counselor - September 2013 – February 2016*

- ♦ Ranked #3 out of 48 reps nationwide
- ♦ Achieved 182% of goal in first full year ('14) and 198% of goal in second full year ('15)
- ♦ Led retirement education strategies for corporate retirement plan participants to promote enrollments, deferral increases, and rollovers
- ♦ Conducted group and one-on-one meetings with participants
- ♦ Reported retirement readiness and financial wellness results to relationship managers, advisors, and plan sponsors
- ♦ Presented with sales team to promote education services for prospective clients

### Sage Ruty & Company, Inc.

September 2007 – September 2013

*Retirement Plans Manager - December 2011 – September 2013*

Grew assets under management by 260%. Led a team of three administrative staff: establishing team goals, directing projects, and reporting results to the Vice President. Managed retirement plan relationships and employee education plans for ~60 clients. Conducted plan sponsor fiduciary review meetings. Wrote and produced quarterly economic, market, and investment reports. Developed marketing strategies and gathered and analyzed proposals

*Retirement Plans Associate - April 2008 – December 2011*

Conducted group and individual employee enrollment and education meetings. Coordinated services with vendors and third party administrators

*Financial Services Associate - September 2007 – April 2008*

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## CERTIFICATIONS AND ACHIEVEMENTS

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- CERTIFIED FINANCIAL PLANNER™ (CFP®) designee
- Accredited Investment Fiduciary Analyst (AIFA®) designee
- Chartered Retirement Plan Specialist (CRPS®) designee
- Rochester Business Journal's Forty Under 40 Award Recipient
- FINRA Series 7 and 63
- Life, Accident, and Health License (NY, PA)
- Sandler Sales Training
- Dardis – Presenting with Impact and Influence Training
- Toastmasters: Competent Communicator program
- Proficiency in Microsoft Word, Excel, PowerPoint, Fi360, Sales Force and Junxure

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## EDUCATION

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| <b>Roberts Wesleyan College</b><br><i>Masters in Strategic Leadership</i>                      | April 2016 - present<br>GPA: 4.0      |
| <b>State University of New York, College at Geneseo</b><br><i>B.S. Business Administration</i> | August 2004 - August 2007<br>GPA: 3.2 |

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## ADDITIONAL INFORMATION

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| Founder and President of Rising Leaders<br>Young professional development and networking group associated with The Catholic Family Center. We lead numerous volunteer events at CFC shelters, fundraisers, and professional development breakfasts. | January 2009- present         |
| Rochester Hearing and Speech Center<br>Pension trustee and board member   | June 2011 – September 2013    |
| American Diabetes Association<br>Tour de Cure presenting sponsorship liaison and Team Captain   | October 2010 – September 2013 |
| Triathlete and Runner   |                               |
| Dog lover and foster for ABC Basset Hound Rescue  |                               |