

# AmeriLife Strengthens Wealth Distribution Leadership to Help Unleash the Power of Its Holistic Platform

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Changes include TruChoice Financial Group's President and CEO Brian Peterson taking on expanded responsibilities to reshape AmeriLife's accumulation and retirement income offering

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**AmeriLife** Group, LLC ("AmeriLife"), a national leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions, today announced the next phase of changes to its Wealth organization, which are aimed at redefining the independent agent and advisor experience and breaking through traditional distribution models.

Effective immediately, TruChoice Financial Group President and CEO **Brian Peterson** will assume expanded responsibilities as president of Accumulation and Retirement Income Distribution. Peterson, whose focus will be on growing annuity sales across the AmeriLife enterprise, will also help lead a significant effort to bring to market a world-class, integrated Wealth platform that delivers on AmeriLife's client-centric, holistic approach. Peterson will have direct oversight over the performance of AmeriLife's annuities-focused affiliates, in addition to TruChoice, as part of his new responsibilities.

"Brian's leadership is well known throughout our industry, and was a key reason why AmeriLife was so excited to add TruChoice to its family of companies," said **Mike Vietri**, Chief Distribution Officer of AmeriLife's Wealth Distribution. "Today, it's a pleasure to welcome him again in a new capacity in which he'll help shape and lead the direction of our accumulation and retirement income efforts; maximize the potential of our annuities-focused companies and their advisors; and help drive new, innovative solutions for their clients."

"I'm thrilled to work with AmeriLife in this expanded role, but even more excited for the opportunities that lie ahead for our growing distribution network," added Peterson. "Our advisors are helping their clients navigate through extraordinary economic times. I believe that, together, we can ensure that they have the platforms, resources and solutions they need to meet and exceed their clients' challenges. I look forward to getting to work to deliver on that promise."

Peterson's appointment follows AmeriLife's **recent restructuring** of the company's Distribution organization, during which it created distinct Wealth and Health groups to better meet the growing demands of the market, AmeriLife's affiliated companies, and their agents and advisors. These efforts continue as AmeriLife's Wealth Distribution continues to fortify its ranks to better leverage recent strategic acquisitions (such as TruChoice) and maximize existing partnerships and

the industry-leading offerings of Saybrus Partners, Brookstone Capital Management and ICON, AmeriLife's joint venture with AIMCOR Group. Denny Southern, previously president of Annuities and Retirement Planning, will assume a new role leveraging his carrier-side experience, industry relationships and deep product expertise to – in collaboration with Peterson and other Wealth leaders – support product innovation for the Wealth platform.

"AmeriLife's Wealth Distribution aims to empower agents and advisors who demand more out of their independent distribution platforms, as well as become the partner of choice to make sure their clients, no matter their stages of life, never outgrow them," said Vietri. "Our holistic approach brings together three core pillars – Accumulation and Retirement Income, Protection Income and Advisory Services – that are essential to delivering the peace of mind that today's retirees need to live longer, healthier and happier lives. Today's announcement is simply the next step to deliver on that promise."

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### **About AmeriLife**

AmeriLife's strength is its mission: to provide insurance and retirement solutions to help people live longer, healthier lives. In doing so, AmeriLife has become recognized as the leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions to enhance the lives of pre-retirees and retirees across the United States. For more than 50 years, AmeriLife has partnered with top insurance carriers to provide value and quality to customers served through a distribution network of over 300,000 insurance agents and advisors and 120 marketing organizations and insurance agency locations nationwide. For more information, visit [AmeriLife.com](https://www.amerilife.com), and follow AmeriLife on [Facebook](#) and [LinkedIn](#).

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