

Titles Companion Guide

Purpose: To help clarify the many aspects of titles that apply to financial professionals.

Titles must clearly and accurately reflect your functions and capabilities as a financial professional, agent, Registered Representative or Investment Advisor Representative, etc.

Only titles from the approved title list in this document may be used by financial professionals.

General Information

- Financial professionals may always refer to themselves as an Agent or Financial Professional; otherwise, only those from the Approved Title List (see table later in this document) may appear on sales material.
- Some titles on the Approved Title List are restricted based on the individual credentials (licenses and registrations) of each financial professional. Restrictions are noted with an asterisk.
- Producers are permitted to refer to themselves as "Investment Advisor Representative" only if they are affiliated with CRIA. It is inaccurate for a registered representative who is affiliated with CRIA to call themselves a Registered Investment Advisor (RIA) as MMLIS is actually the RIA.
- Producers may not hold themselves out to the public as a Financial Planner unless they are affiliated with CRIA and approved by their GA to offer fee-based financial planning services.
- Titles that contain the term "Specialist" must either be an official company title, or the individual must hold a certification relevant to the title, or have a minimum of 5 years of experience working in that area of focus.
- Requests for titles to be added to the Approved Titles List should be sent to your Compliance Reviewer and they will forward it to the appropriate individual on the team.



General Agencies—MassMutual Brand Ambassadors

There are titles that may be used in Brand Ambassador Agencies that are not available to other general agencies (i.e. Brand Partners or other named general agencies)

Only Brand Ambassador general agencies may use these titles:

Chief Executive Officer
Chief Financial Officer
Chief Operating Officer
President
Senior Executive Vice President
Senior Vice President
Vice President

MassMutual Corporate Stationery

MassMutual Corporate Stationery is available to financial professionals and is ordered through the [Field Stationery Ordering System](#) on FieldNet. MassMutual Branded or Brand Ambassador branded stationery may not be created outside of this field ordering system.

- Some titles listed on the Approved Titles List are **not** permitted on MassMutual corporate stationery because the titles would improperly describe the individual's relationship with MassMutual (i.e.: Financial Alliances Director or Senior Field Underwriter).
- Titles for MassMutual corporate stationery are approved by Sales & Distribution management for use by all agencies. Note that unique titles for individuals or for use in a single agency are not allowed on MassMutual stationery. Exceptions are not allowed.
- Requests for titles to be added to the corporate stationery ordering system on FieldNet should use the form found on the stationery ordering site. Once logged in, you will be able to access the Exception Request Form.

Approved Titles

Administrative Assistant	Agency Director of Vietnamese Mkt Development	Agency Trainer
Administrative Assistant to _____	Agency Director of Vietnamese Markets	Agency Training Consultant
Advanced Markets Consultant	Agency Disability Income Specialist	Agency Training Consultant 2
Advanced Sales Specialist	Agency Employee Benefit Specialist	Agency Training Coordinator
Advisor **	Agency Executive Assistant	Agency Unit Sales Manager
Agency Accounting Assistant	Agency Executive Benefits Specialist	Agent
Agency Administrative Assistant	Agency Executive Senior Partner	Agent Emeritus
Agency Administrative Assistant to _____	Agency General Manager	Annuity Specialist*
Agency Advanced Sales Specialist	Agency House Account Specialist	Assistant Agency Supervisory Officer
Agency Annuity Specialist*	Agency Investment Director *	Assistant General Agent
Agency Assistant	Agency Investment Specialist *	Assistant to _____
Agency Assistant to _____	Agency Licensing and Contracting Coordinator	Associate Agency Supervisor
Agency Bookkeeper	Agency Licensing Coordinator	Associate Team Leader
Agency Brokerage Assistant	Agency Life Insurance Specialist	Bookkeeper
Agency Brokerage Coordinator	Agency Life Specialist	Brokerage Director
Agency Brokerage Director	Agency Life, Annuity, Disability Income Sales Rep*	Brokerage Marketing Coordinator
Agency Brokerage Specialist	Agency Long Term Care Specialist	Business Analyst
Agency Brokerage Supervisor	Agency Manager	Business Development Consultant
Agency Business Manager	Agency Managing Associate	Business Manager
Agency Chief Talent Officer	Agency Managing Director	Career Development Specialist
Agency Client Services Director	Agency Managing Partner	Case Design Consultant
Agency Compliance Assistant	Agency Marketing Assistant	Certified Family Business Specialist
Agency Compliance Coordinator	Agency Marketing Coordinator	CERTIFIED FINANCIAL PLANNERTM practitioner***
Agency Compliance Officer	Agency Marketing Director	CERTIFIED FINANCIAL PLANNERTM certificant***
Agency Customer Care Representative	Agency Marketing Specialist	CERTIFIED FINANCIAL PLANNERTM professional***
Agency Director of Advanced Planning	Agency New Business Associate	Client Experience Administrator
Agency Director of Advisory Services**	Agency New Business Coordinator	Client Experience Director
Agency Director of African American Markets	Agency New Business Director	Client Service Representative
Agency Director of Asian Indian Mkt Development	Agency New Business Specialist	Client Services Associate
Agency Director of Asian Indian Markets	Agency Office Manager	Client Services Manager
Agency Director of Asian Market Development	Agency Operations Assistant	Client Services Specialist
Agency Director of Asian Markets	Agency Operations Manager	Co-General Agent
Agency Director of Business & Estate Planning	Agency Partner	Development Assistant
Agency Director of Chinese Market Development	Agency Pension Specialist	Director of African American Market Development
Agency Director of Chinese Markets	Agency Recruiter	Director of African American Markets
Agency Director of Education & Training	Agency Recruiting Coordinator	Director of Asian Indian Market Development
Agency Director of Field Development	Agency Recruiting Director	Director of Asian Indian Markets
Agency Director of Finance	Agency Recruiting Specialist	Director of Asian Market Development
Agency Director of Financial Planning***	Agency Relationship Director	Director of Asian Markets
Agency Director of Hispanic Market Development	Agency Relationship Manager	Director of Chinese Market Development
Agency Director of Hispanic Markets	Agency Resource Center Director	Director of Chinese Markets
Agency Director of Investment & Annuity Svcs*	Agency Resource Center Specialist	Director of Hispanic Market Development
Agency Director of Korean Markets	Agency Sales Assistant	Director of Hispanic Markets
Agency Director of Korean Market Development	Agency Sales Associate	Director of Korean Market Development
Agency Director of Marketing and Recruiting	Agency Sales Manager	Director of Korean Markets
Agency Director of Multicultural Mkt Dev.	Agency Sales Representative	Director of Multicultural Market Development
Agency Director of Multicultural Markets	Agency Senior Partner	Director of Multicultural Markets
Agency Director of Multicultural Recruiting	Agency Senior Recruiter	Director of Multicultural Recruiting
Agency Director of South Asian Mkt Development	Agency Supervisory Officer	Director of Operations
Agency Director of South Asian Markets	Agency Technology Director	Director of South Asian Market Development
Agency Director of Veterans and College Relations	Agency Technology Specialist	Director of South Asian Markets

* Must be a registered representative

** Must be an Investment Advisor Representative with MML Investors Services, LLC

*** Must be an Investment Advisor Representative with MML Investors Services, LLC and approved for fee-based financial planning

Director of Vietnamese Market Development
 Director of Vietnamese Markets
 Director of Wealth Management**
 Director of Workplace Solutions
 Disability Income Specialist
 Employee Benefit Specialist
 Executive Leadership Director
 Field Representative
 Financial Advisor **
 Financial Adviser **
 Financial Planner ***
 Financial Planning Case Professional***
 Financial Planning Consultant***
 Financial Planning Coordinator***
 Financial Planning Director ***
 Financial Planning Specialist ***
 Financial Service Team Associate
 Financial Services Executive
 Financial Services Professional
 Financial Services Representative
 Financial Services Team Associate
 Firm Advanced Markets Consultant
 Firm Advanced Markets Director
 Firm Assistant Manager of Operations
 Firm Benefits Director
 Firm Business Development Director
 Firm Business Resource Coordinator
 Firm Business Resource Facilitator
 Firm Client Relationship Coordinator
 Firm Client Relationship Mgr, Group Benefits
 Firm Client Relationship Manager, Life Products
 Firm Compliance Consultant
 Firm Controller
 Firm Controls Coordinator
 Firm Director of Compliance
 Firm Director of Financial Planning***
 Firm Director of Operations
 Firm Director, Financial Planning***
 Firm Director, Operations & Marketing
 Firm Director, Research & Analysis
 Firm Director, Strategic Planning
 Firm Disability Income Director
 Firm Financial Planning Director***
 Firm Investment Director*
 Firm Life Products Director
 Firm Manager of Business Resource
 Firm Manager of Compliance
 Firm Manager of New Business
 Firm Manager of Operations
 Firm Manager of Technology Liaisons
 Firm Marketing Assistant
 Firm Marketing Coordinator
 Firm Marketing Director
 Firm New Business Analyst
 Firm New Business Development Director

Firm New Business Team Lead
 Firm Recruiting Coordinator
 Firm Recruiting Director
 Firm Senior Business Resource Facilitator
 Firm Senior New Business Analyst
 Firm Small Business Development Director
 Firm Talent Acquisition Coordinator
 Firm Talent Acquisition Director
 Firm Talent Acquisition Manager
 Firm Teaming Coordinator
 Firm Teaming Director
 Firm Training Coordinator
 Firm Training Director
 General Agent
 General Agent Emeritus
 General Manager
 House Account Specialist
 Insurance Agent
 Insurance Professional
 Insurance Representative
 Investment Adviser Representative **
 Investment Director *
 Investment Specialist *
 Leadership Director
 Licensing and Contracting Coordinator
 Life Insurance Specialist
 Life, Annuity, Disability Income Sales Representative
 Long Term Care Specialist
 Manager
 Manager Business Processing
 Manager of Client Relationships & Marketing
 Manager of New Business
 Managing Associate
 Managing Director
 Managing Director Assistant
 Managing Partner
 Managing Partner Assistant
 Managing Partner Business Facilitator
 Managing Sales Director
 Marketing Consultant
 Marketing Coordinator
 Marketing Director
 Marketing Specialist
 Marketing Support Specialist
 Metrics Consultant
 New Business Analyst
 New Business Associate
 New Business Coordinator
 New Business Director
 New Business Specialist
 New Business Team Lead
 Office Manager
 Operations Manager
 Paraplanner

Pension Specialist Recruiter
 Personal Assistant
 Personal Assistant To
 Practice Development Specialist
 Practice Manager
 Receptionist
 Receptionist / Personal Assistant to Team Leader
 Recruiting Coordinator
 Recruiting Director
 Recruiting Specialist
 Registered Principal*
 Registered Representative *
 Relationship Manager
 Retirement Income Specialist
 Retirement Plan Specialist*
 Sales Assistant
 Sales Associate
 Sales Manager
 Sales Representative
 Senior Firm Compliance Consultant
 Senior Managing Associate
 Senior Managing Director
 Senior New Business Analyst
 Senior Recruiter
 Senior Reports Analyst
 Senior Support Assistant
 Site Coordinator
 Special Care Planner
 Team Associate
 Team Lead
 Team Leader
 Team Marketing Associate
 Team Operations Leader
 Technical Specialist
 Technology Director
 Technology Specialist
 Trainer
 Unit Sales Manager
 Wealth Management Advisor **



Individuals (including those in administrative roles) are not permitted to use the phrase "Financial Planning" or "Financial Planner" in their title in any capacity unless they are an Investment Advisor Representative, approved for fee-based Financial Planning through MML Investors Services, LLC.

* Must be a registered representative

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** Must be an Investment Advisor Representative with MML Investors Services, LLC

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