

FRA FINANCIAL GROUP NAMES NEW CHIEF MARKETING OFFICER

Industry Veteran Ken Estrada Tapped to Lead the Company's Marketing Endeavors

FOR IMMEDIATE RELEASE

O'Fallon, IL [Feb. 12, 2014] – [FRA Financial Group](#) Founder and Chief Leadership Officer Joe RoosEvans announced that Ken Estrada had been named Chief Marketing Officer for FRA Financial Group. Estrada, an industry veteran with more than 25 years experience, will lead the marketing efforts for FRA Financial Group and all affiliated companies.

"Ken was the person we've been looking for to fill this important role in our company," said Joe RoosEvans, [FRA](#) Founder and Chief Leadership Officer. "With his diverse industry experience, leadership, knowledge and vision, Ken is the consummate Chief Marketing Officer, and I'm glad he's on our team."

Estrada has worked in the Financial Services industry specifically in strategic development on the sales, marketing and operational side. His primary strengths have been in creating and developing distribution teams.

"As a sales and marketing professional, I understand the needs of distribution from both the independent and career force perspective," Estrada said. "I know what distribution needs and expects to be successful. I'm looking forward to working with [FRA's](#) field and executive leaders to make the company an even greater success in the future."

Estrada has spent the majority of his career in the insurance industry, dividing his time equally between the broker dealer environment and the fixed/indexed marketplace. A registered investment advisor, he's worked in the finance marketplace. He has led both mortgage and property causality divisions. This varied experience has led him to create successful retail and wholesale teams, develop innovative products for insurance companies, and participate in reinsurance treaties.

Estrada earned his Chartered Life Underwriter (CLU) © and Chartered Financial Consultant (ChFC) © designations in 1992 and is an alumnus of Rensselaer Polytechnic Institute. He lives in Atlanta with his wife, Michelle, and their two sons. They will be relocating to O'Fallon, IL, later in 2014.

About [FRA Financial Group](#)

FRA Financial Group is a financial services marketing company committed to helping people reclaim their American Dream and create a better financial future for themselves and their families. [FRA](#) provides an independent career opportunity that allows people to build their own business within our business.

FRA's independent career agents market a variety of insurance products and financial services. All associates of FRA Financial Group are independent contractors, regardless of field/title designation.

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