

JOE JORDAN SPEAKING INTRODUCTION

PLEASE READ WORD FOR WORD

Joe Jordan, inspirational speaker and behavioral finance expert, is the author of the award-winning book *Living a Life of Significance*. The book has sold over 100,000 copies, is translated in five languages and was featured in Nick Murray's "The Advisor's Essential Library."

Formerly, Joe ran insurance sales at Paine Webber and more recently was a senior vice president at MetLife. He was responsible for retail product development and started their fee-based financial planning program and behavioral finance department.

Joe is also a founder of the Insured Retirement Institute and has been featured on the cover of *Life Insurance Selling* magazine.

For three consecutive years, he has been honored by *Irish America* magazine as one of the "Top 50 Irish Americans on Wall Street."

He was inducted into the Fordham Football Hall of Fame and has played rugby for the New York Athletic Club for 30 years. Please welcome, Joe Jordan.

