

## **Lon E. Light, L.U.T.C.F.**



### **Personal Profile:**

**Finely Tuned Communication/Inter-Personal Skills. Persistent Drive toward High Productivity. Talents & Skills directed to Customer-Oriented results.**

### **Professional Experiences:**

**Enhanced motivation and productivity of Retirement Planning Solutions with Customer-Oriented results.**

**Life, Health Insurance Licenses were acquired which developed my selling skills over the years; plus variable contracts License. Ca. # 0657444.**

### **Job Experience:**

**FINANCIAL CONSULTANT/ANNUITY SPECIALIST. Lafayette, CA. January, 1984, to Present. Produced over \$50 million dollars in Annuity Premiums.**

**Annuity Specialist. CSSA. Concord, CA. November, 2000, to November, 2001. Provided Group Annuity Seminars to CSSA members and the public at large. Produced \$1.5 million in Annuity Premiums.**

**Life Specialist. Allstate Life Insurance Company. Pleasant Hill, CA. May, 1992, to December, 1995. Provided Personal, Business and Estate Planning Service to Allstate customers and the public at large.**

**Marketing Director. Midland National Life Insurance Company. Lafayette, CA. January, 1989, to May, 1992. Enhanced motivation and productivity of eight sub-agents by team coordination and trouble shooting.**

**Regional Marketing Director. Westland Life Insurance Company. San Francisco, CA. July, 1986, to December, 1988.**

**Duties include product selection, design and implementation, strategic marketing, advertising, sales promotion and monitoring financial performance. While responsible for hiring and training hundreds of independent and captive general agents in five western states, brought a company from virtually ground zero with no agents or premium, to \$500k monthly annualized premium. Developed a marketing distribution system from 0 to 500 producing agencies/agents in one year.**

**Senior Account Executive. The Holden Group of Companies. Los Angeles, CA. April, 1977, to November, 1983. Earned the 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> positions as a National Producer 1977 to 1983.**

**Account Executive. Metropolitan Life Insurance Company. Pleasant Hill, CA. May, 1975, to December, 1975. Awarded the Professional Sales Development Certificate of Outstanding Achievement as a Personal Insurance Planner.**

### **Designations and Affiliations**

**L.U.T.C.F. Graduate Fellow.  
President Club. Honor Clubs for a consistent five years.  
Great American Life Insurance Company.  
Membership in NAIFA, NAFA, CALU, NALU.  
2008,2009,2010,2011 California Broker Magazine Directory.**

### **Education**

**Armstrong School of Law. Berkeley, CA. Legal Studies. Contracts, Torts, Criminal Law, Legal Writing.**

**University of the Pacific. Stockton, CA. Bachelor of Arts/Political Science/Pre-Law.  
International Business Study in Zurich, Brussels, Paris and London.**

**PERSONALLY SET UP A BUSINESS MEETING WITH GUETHER ZIMMERMANN- PRESIDENT & CEO. GOODYEAR INTERNATIONAL TIRE COMPANY. ZURICH, SWITZERLAND.**