

Experior Financial Group Welcomes Jerry Vahl to Drive Next Phase of Growth

Experior Financial Group welcomes Jerry Vahl to our leadership team, bringing decades of expertise in corporate strategy, and business expansion to his new role

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Jerry Vahl's track record of building and scaling financial organizations is unmatched. His leadership will play a key role in positioning Experior as the best choice for financial professionals."

Lee-Ann Prickett, Chief Operating Officer and Co-Founder

Group, Inc. is very happy to announce that [Jerry Vahl has joined the leadership team](#), bringing decades of expertise in corporate strategy, mergers and acquisitions, and business expansion to his new role. His official title will be Director of Strategic Planning. Jerry's impact will be unmistakable as he helps guide our organization into its next phase of continued growth and success.

Jerry's mandate will include attracting top leaders to join Experior and reinforcing confidence in our position as one of the fastest growing financial services company throughout North America. With Experior now in a pre-equity event phase, Jerry's leadership will be pivotal in communicating the insurance builder and producer

opportunities we offer to leaders seeking to maximize their potential and impact in the industry.

A Proven Industry Visionary

[Jerry Vahl's exceptional resume](#) includes over 40 years of accomplishments that have shaped some of the largest players in financial services. A few key highlights of his career:

- As President, Western Reserve Life (now known as Transamerica Premier) (1997-2004) Western Reserve Life became AEGON's fastest-growing division, with over 1,500 employees and surpassing more than \$2 billion in new business premiums.
- In 2001 Jerry spearheaded the acquisition of World Marketing Alliance, creating what is now World Financial Group.
- As Vice President, AEGON USA Holding company (2002-2004), Jerry oversaw complex business

litigation issues and advised on divisional acquisitions.

- Jerry returned to AEGON (2006-2008) after a brief retirement to serve as World Financial Group's Senior Executive Vice President overseeing the transition to new leadership and international operations including Canada and Mainland China. He also designed a pioneering business ownership transfer program to ensure continuity and growth.

- Jerry was part of the AEGON Merger and Acquisition Team (1991-1997). He was the lead negotiator in high-profile acquisitions and divestitures, including American Express' life insurance division and the Oak Brook Health Care Division divestiture.



Director of Strategic Planning Jerry Vahl

Lee-Ann Prickett, Chief Operating Officer and Co-Founder of Experior Financial Group Inc., expressed her enthusiasm about Jerry's appointment: "Jerry Vahl's proven track record of building and scaling financial organizations is unmatched. His vision and leadership will play a key role in positioning Experior as the choice for financial professionals and clients alike as we continue to grow and expand."

Jerry commented "It is an honor and privilege to join the proven and successful leadership team both in the head office and especially with the outstanding field leaders. I look forward to the opportunity to contribute my experience and knowledge to the [Experior team](#) as the company enters its next dynamic growth stage."

With Jerry's leadership, Experior Financial Group, Inc. is positioned to break new ground in the financial services industry.

About Experior Financial Group, Inc.

Experior Financial Group, Inc. is a fast-growing financial services company dedicated to helping clients achieve financial independence while empowering financial professionals to build thriving businesses. Celebrating over a decade of service in Canada and in the U.S., Experior is committed to innovation, client success, and community impact.

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