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## **DPL Financial Partners appoints Chief Distribution Officer**

***Sales leader will advance growth, cultivate relationships and direct strategic partnerships for firm leading RIA move toward Commission-Free insurance***

**LOUISVILLE, KY., Sept. 26** – DPL Financial Partners (“DPL”), the Commission-Free insurance network for registered investment advisors (“RIAs”), today announced that Chris Lau has joined the firm as Chief Distribution Officer, further rounding out its leadership team.

Lau will be responsible for business development, member relations, and key account management.

“Chris has a career-long history of helping to implement enterprise solutions throughout organizations. This is analogous to how we work with our member firms as strategic partners,” said David Lau, CEO of DPL. “We are excited for what Chris will bring to our firm in terms of both existing customer business expansion and driving new relationships.”

Before joining DPL Financial Partners, Lau served as the national director of business development at National Student Clearinghouse in Herndon, Va., where he built and restructured the sales organization and processes. He brings 20 years of national and international sales experience, having served in a variety of roles with Oracle, Ellucian and other enterprise software organizations.

“This is an extremely exciting time as DPL crosses the 100-member threshold,” said Chris Lau. “DPL’s dynamic team is poised for unprecedented growth, and I am thrilled to be joining the team.”

In his previous role as vice president of sales at Personify, Lau led a sales team transformation that resulted in the tripling of sales of the firm’s software product within the first seven months.

### **About DPL Financial Partners**

DPL Financial Partners is an insurance network for RIAs that brings low-cost, Commission-Free insurance products from some of the nation’s top carriers to fee-only advisors. DPL is an independent company that works for RIAs to provide unbiased solutions that deliver the best financial outcomes for investors. DPL consultants are product and carrier agnostic. Learn more at [www.dplfp.com](http://www.dplfp.com)