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DPL Financial Partners appoints Heather Rosato as Chief Marketing Officer

Communications veteran will spearhead positioning of firm as the preferred solution for RIAs seeking to offer Commission-Free insurance

LOUISVILLE, KY, August 20, 2018 – DPL Financial Partners (“DPL”), the Commission-Free insurance network for registered investment advisors (“RIAs”), today announced that Heather Rosato has joined the firm as Chief Marketing Officer as DPL continues to round out its leadership team.

Rosato will oversee brand development and alignment of marketing and sales initiatives, including the rollout of a new ad campaign “Join the Revelation.” The campaign speaks to the notion of big ideas—like Commission-Free insurance—that DPL believes will transform the insurance industry.

“It’s not often you have a chance to profoundly change an industry to deliver significantly better outcomes for customers,” said Ms. Rosato. “DPL is doing just that by ushering in a new era of insurance for fiduciary-minded RIAs to better serve their clients. I’m excited to be a part of DPL’s extraordinary team and look forward to sharing our story with the industry.”

“At DPL, we want our brand to reflect the transparent, value-focused nature of our business and inspire fiduciaries to join us in driving change,” said David Lau, CEO of DPL. “Heather is an accomplished brand builder who understands how to engage customers and drive growth. She is the ideal person to help us execute our vision and we’re thrilled to have her join our leadership team.”

Rosato is an experienced marketing and communications strategist with 25 years of experience helping founders, CEOs and executive teams build their brands and grow their companies. She joins DPL with a breadth of creative and leadership experience, including previous roles with Ogilvy & Mather, Interface Media Group, E*Trade Bank and as a consultant to numerous technology startups.

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.