

# RON E. HARKEY

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## **PROFILE**

Over twenty years of increasing responsibility and achievement in sales, sales management, marketing and business development in financial services. Highly skilled in developing and implementing distribution strategies for financial products and services. Developed diverse training, marketing, sales and client service programs. Extremely accomplished and highly recognized in public presentations on behalf of investment managers and advisors. Available on a project specific basis.

## **EXPERIENCE AND ACCOMPLISHMENTS**

### **2000 - Present COACHING FOR ACHIEVEMENT**

Independent consulting, speaking and training in financial services on a host of business development issues and strategies, focusing primarily on accelerating sales growth and marketing effectiveness.

### **1997-1999 JP MORGAN CHASE (CHASE GLOBAL MUTUAL FUNDS GROUP)**

**10/97-8/99, National Sales Manager** for the Financial Consultant Division of Chase Vista Mutual Funds representing all third party distribution channels. Implemented innovative coaching strategies and incentive programs with wholesalers. Despite poor and declining relative investment performance, achieved the first increase in sales in years and accomplished a 500%+ increase with Merrill Lynch.

### **1990-1997 SUNAMERICA ASSET MANAGEMENT**

#### **9/95-10/97, Senior Vice President, National Sales Manager**

Responsible for all sales and marketing efforts in the western half of the country beginning in 1995 and then the entire nation in 1996. Accomplished first increase in sales volume and achievement of sales goals in four years. Responsible for rollout nationally of the new sub-advised, multiple manager Style Select Funds and a dramatic increase in sales volume and achievement of all sales objectives in 1996 and 1997.

#### **9/92-9/95, Senior Regional Vice President, West Coast Region**

Improved region ranking from sixth to third and received "Wholesaler of the Year" Award in Fiscal 1993. Improved region ranking to number one in 1994 and 1995. Trained and managed several junior wholesalers.

#### **6/90-1992, Regional Vice President, Midwest Region**

Wholesaling efforts resulted in the territory achieving the greatest percentage increase in sales and position ranking two years in a row.

### **1989-1990 MORGAN STANLEY, Financial Consultant**

In a class exceeding 100 FC's in Dean Witter's program, achieved number 2 ranking in new accounts opened and number 3 in gross commissions and assets under management for first year production. Best of terms departure with regional and branch managers to re-enter wholesaling.

### **1985-1989 AMERICAN EXPRESS COMPANIES**

#### **12/86-5/89, Division Vice President, American Express Financial Services**

Developed and implemented numerous sales, training, lead generation, marketing, recruitment and client service programs for IDS. National recognition for 50% increase in veteran productivity, an almost 100% increase in new planner production and significant measurable improvements in all other quality and service areas.

## **Ron E. Harkey**

### **American Express Companies, (continued)**

**5/85-12/86, Vice President, Shearson Lehman Bros.** Only territory of over twenty with Balcor that accomplished an increase in sales in 1986.

### **OTHER ACCOMPLISHMENTS**

Consistently recognized as one of the most outstanding wholesalers and sales managers in financial services. Top ranked as a speaker and presenter by Broker/Dealers and colleagues in all distribution channels including fee based advisors, wire-houses, financial institutions and Independent Financial Planning B/Ds. Praised as the most important trainer and manager by countless wholesalers and financial professionals for over 25 years. Known in both individual wholesaling and sales management for a consultative approach focusing on understanding client goals and objectives first and then implementing prospecting, sales and retention programs supporting the client's achievement of those goals.

### **EDUCATION**

Bachelor of Arts  
Religious Studies

University of California at Santa Barbara

Numerous private and corporate sales management, communications, sales, training and management development seminars, workshops and programs... and THE WALL STREET JOURNAL.

### **CURRENT LICENSES**

Series 7, 24 and 63

### **REFERENCES**

Available upon request from colleagues, clients, subordinates and former managers that will confirm and illuminate all of the above.

"Ron, Don't you ever die! I am having more fun than I have ever had in sales. In four months I have learned more from you about sales and wholesaling than I have from all the managers I've worked with combined." Brad M.: a thirty year financial services veteran with Merrill Lynch as an FC and then wholesaling.

"Ron is the single best hiring decision I ever made!" Gary C.: a veteran wholesaler with over thirty years experience as an FC, wholesaler and national sales manager.

"Ron, in my more than twenty five years of sales and sales management, you are the single best hire I have ever made...and you are the first person that I have ever met who can outwork me and have more fun doing it!" Dick Winder: the sales manager in my first wholesaling position.

"In my entire working career, I have never had as much fun or been as intense about my business as when I worked with you!" Ron N.: a former colleague/wholesaler who is now the President of an Erisa based services company.

"Ron is the best there is, there ever was or there ever will be!" Matt L.: VP responsible for my National Sales Position at Chase.