

CHAD GOUGH | Vice President of Business Development | GamePlan Financial Marketing, LLC

Chad entered the financial services world back in 2004. He spent his first nine years with a major life insurance carrier, working his way up through various sales, training and management positions. Since 2013, Chad has helped both producers and sales coaches develop marketing concepts to help financial professionals grow their insurance practices, addressing complex ideas and challenging situations with creative solutions that are both sensible and strategic. In both his current role and prior to joining GamePlan, he has helped develop and mentor numerous people in the financial services industry at the carrier, distribution, and independent producer level. Among other things, Chad helped develop and implement components used in the teaching and presenting GamePlan's flagship marketing platforms.

Taking to heart Albert Einstein's words, "If you can't explain it simply, you don't understand it well enough," Chad's goal is help break products and concepts down into a format you're comfortable with, so that, in turn, you can better present them to your clients and prospects. Chad holds Series 6, 26 and 63 securities registrations and is also life and health insurance licensed.