

## *Heidi A. Gabel*

**Field Compliance Officer**

**GamePlan Financial Marketing, LLC**

Heidi has been with GamePlan since late 2010. In her role, her main objective is to educate and provide guidance using a consultative approach focused on fostering healthy company-wide compliance awareness, risk mitigation, and supervisory structure. In addition, she provides compliance advertising review for both consumer facing and financial professional audiences. Heidi's extensive compliance experience derived initially from broker/dealer (B/D) firm exposure starting in 2005, from which she transitioned smoothly into the insurance arm of the financial services industry. She is extremely proficient in addressing both the securities and insurance-related requirements of both registered representatives and B/D firms to help protect them from regulatory issues regarding sales and marketing efforts for various fixed insurance products. Heidi is life and health insurance licensed and currently holds the Series 24, Series 62, Series 22 and Series 63 securities registrations. She also serves on the Insurance Advertising and Compliance Association (IAAdCA) Board of Directors and is the Co-Chairman of the Education Committee.

Heidi is the proud mother of her beautiful daughter, Jordan, who is currently interviewing for MD/PhD programs at various elite universities nationwide. She is also blessed with a 15-year-old son, Zach, who is the sole contributor of her role as an enthusiastic hockey mom who enjoys traveling with her son's Bantam A travel team. Per Wayne Gretzky (aka "The Great One" - arguably the best hockey player ever!) – "A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be". Heidi incorporates this philosophy into her role at GamePlan, promoting a proactive approach to compliance versus a reactive one.