

Heidi A. Gabel

Advertising Officer

TruChoice Financial Group, LLC

Heidi has been with the Allianz Life Insurance of North America family, starting with GamePlan Financial Marketing, LLC, since late 2010. She served as a Compliance Officer with GamePlan until TruChoice was formed to oversee all Allianz-owned marketing/sales organizations. In her most recent role, her main objective is to educate and provide staff and the producers served through TruChoice appropriate guidance using a consultative approach focused on fostering healthy regulatory awareness surrounding the industry's current regulatory environment from an advertising perspective. She also reviews all consumer-facing materials offered to insurance licensed financial professionals, including Registered Representatives and Investment Advisor Representatives, by the firm and its affiliates. 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 attending Yale's 8-year MD/PhD (researching doctor) program on a full scholarship, one of only 20 to be selected for this elite group of brilliant minds worldwide each year. She is also blessed with a 16-year-old son, Zach, who is currently studying in Calgary, Alberta Canada and training to become the best hockey player he can be. Per Wayne Gretzky (aka "The Great One" - arguably the best hockey player ever, although Zach is her FAVORITE!) - "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 TruChoice, promoting a proactive approach to advertising review versus a reactive one.