
The Hartford Aims for Bigger Share of Mid-Sized DB, DC Market

By Editor Test *Wed, Sep 1, 2010*

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The Hartford Financial Services Group, Inc. announced new sales and marketing initiatives, led by Denise Diana, aimed at capturing more of the mid-size 401(k) defined contribution and defined benefit retirement plan market—plans with \$10 million to \$100 million in assets.

As vice president, Retirement Plans Mid-Market, Diana will create a new team of middle market specialists to support financial advisors, Registered Investment Advisors and consultants, and identify mid-market development opportunities, the company said in a release.

“The Hartford has been building its considerable capabilities to serve the middle market for some time, including three strategic acquisitions that expanded our scale and core competencies,” said Sharon Ritchey, executive vice president and director of The Hartford’s Retirement Plans Group.

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The forums, “A Dose of Reality: Strong, No Sugar,” will consist of practice management modules and insights into The Hartford’s new middle-market initiatives. The seminars will take place in Boston, Atlanta, Irving, Texas, and San Francisco. Diana and other executives from The Hartford’s Retirement Plans Group will be on hand.

Diana has 20 years of experience in the insurance industry, most recently from Transamerica where she was vice president of business development. She has also held key leadership positions at Prudential Retirement and CIGNA. She is a graduate of Bryant College where she earned a BS with a concentration in marketing, and holds FINRA series 26, 7 and 66 licenses, and a Connecticut Life and Health Producer license.