

**FOR IMMEDIATE RELEASE**

## Definiti Expands Sales Team and Reports Record-Breaking Sales Growth

**KELLY AND MESSINGER ADD THEIR TALENTS TO NATIONAL SALES TEAM**

**HOUSTON** (August 31, 2021) – Definiti, a leading national retirement services firm, shared news of two additions to its talented sales team – John Kelly and Jeremy Messinger.

“We’re incredibly fortunate to add John and Jeremy -- two high-performing industry veterans to the team”, said Thomas P. Brennan III, Head of Distribution and Marketing. “The fact that Definiti is able to attract this caliber of talent to our sales team strengthens our position to further surpass our sales and revenue goals heading into the latter part of 2021,” he continued.

Based in suburban Chicago, John Kelly, QKA, QPFC, serves as Regional Sales Director for Definiti, serving the midwestern states of Iowa, Illinois, Indiana, Minnesota, North and South Dakota, Nebraska, and Wisconsin, bringing more than 20 years of experience to the role. “Definiti is growing the right way. It’s exciting to be a part of an experienced and collaborative team that is focused on delivering unique solutions to advisors and their clients. Their partnership with some of the industry’s premier platforms, RIAs, Broker-Dealers, investment management firms, and payroll providers is impressive,” said Kelly.

Jeremy Messinger is a Regional Sales Consultant for Definiti based in Eastern Pennsylvania, serving the mid-Atlantic states of Delaware, New Jersey, eastern Pennsylvania, Maryland, northern Virginia, and Washington, D.C. A veteran of both TPA and recordkeeper services over the past 13 years Messinger noted, “I’m excited to join an organization with such an impressive array of retirement service solutions and a strong team of experienced, customer-focused individuals.”

The Distribution and Marketing organization met in the middle of August for its mid-year sales meeting to recognize achievements, collaborate with platform partners, sharpen skillsets, and bond as a team. “Definiti has experienced a record-breaking start to the year with regard to sales growth,” Brennan said. “We set some pretty spectacular sales goals for the organization heading into 2021, and I am pleased to share the team is well ahead of both sales and sales revenue goals as we enter what



is historically the busiest part of the year. The addition of John and Jeremy to our team exhibits Definiti's commitment to recruiting the best talent to help us grow organically, serving as the perfect complement to our acquisition and integration strategy."

Interested parties may contact the Definiti team at (888) 912-3653 or [sales@definiti-llc.com](mailto:sales@definiti-llc.com). Definiti's territory sales map is available for download at <https://definiti.com/sales-map>.

#### **ABOUT DEFINITI**

From defined contribution and defined benefit plan design and administration, compliance and actuarial consulting, to pension outsourcing and recordkeeping, Definiti helps organizations deliver smart retirement solutions to their employees. With hundreds of experts across the country, including in-house actuarial consultants, ERISA attorneys, document specialists and retirement plan consultants, Definiti helps clients redefine what's possible with workplace retirement plans.

To learn more about Definiti, visit <https://definiti.com>.

#### **Media Contact**

Elke Giba

Director of Marketing

[elke.giba@definiti-llc.com](mailto:elke.giba@definiti-llc.com)

214.997.6046

