

LifeHealthPro

Industry news from Minnesota Life, Security Mutual, AssuredPartners, Vantis and RIIA

By Noah Guillaume
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Vantis Life Insurance Co. hired John R. Richter as national business development director. “We are seeking to significantly increase our bank distribution in 2013 and beyond,” said Craig Simms, senior vice president of Vantis Life. “Adding John to the team will help accelerate this growth.”

Before joining Vantis Life, Richter worked most recently at Symetra Financial Corporation as vice president, head of national accounts, where he focused on new account acquisitions and implementing a national business plan.

Prior to that, Richter was head of Channel Management at MassMutual Retirement Service Division and, earlier, head of National Key Accounts and Business Development for the firm’s Income Division.

He also spent several years both at ING as its National Account and Acquisitions manager in the bank/credit union channels and as national sales manager at INVEST a Zurich/Kemper subsidiary, where he sat on the board of directors.

Richter is a graduate of Charleston Southern University and Columbia University’s Managing the Enterprise program.