



Theodore E. Affleck, CLU

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A beacon of insight and integrity

Selected Achievements

- ✦ As a Home Office employee, provided deposition testimony in various legal actions arising out of the sales practices of Ct. Mutual and MassMutual agents.
- ✦ As an independent consultant since 10/99, provided expert witness analysis, deposition, arbitration, and court testimony on behalf of plaintiffs & defendants regarding life insurance product misrepresentations, illustration disputes, contractual provisions, and replacements.
- ✦ Member of MassMutual's New Product Steering Committee (prioritize new product initiatives) & Ct. Mutual's Interest Rate Review Committee (set interest rates on interest sensitive products).
- ✦ Composed regular monthly column for Ct. Mutual's newspaper, Blue Chip News, (9/91 - 9/94) entitled "Competitive Edge" on various life insurance product topics.
- ✦ Presented regular 3-4 minute segment on Ct. Mutual's monthly Video NewsFile, (7/88-12/91) entitled "Competitive Insight", offering commentary on various issues regarding life insurance companies & products.
- ✦ Authored two articles for The Advanced Underwriter (in-house journal distributed to attorneys, accountants, and trust officers with legislative and regulatory updates on the topics of business & estate planning, pension planning, life insurance, and taxation) -- *Section 401(k) OK's Cash or Deferred Profit Sharing Plans*, February, 1982, and *IRS Announces Proposed Regulations on Plan Mergers*, October, 1977.
- ✦ Authored two articles for the Journal of Financial Service Professionals -- *Lapsing on Surrender Value: Counterintuitive to Most Perceptions*, May, 2006 (2nd place in the 2006 Kenneth Black Jr., Journal Award Program) and *A Revised Illustration for Variable Universal Life: The Right and Proper Thing to Do* (July, 2007).
- ✦ Authored article for PIABA Bar Journal -- *Variable Universal Life Insurance Changes Everything* (Fall, 2012)
- ✦ Organized and launched series of eighty-nine product roll-out meetings in connection with merger of MassMutual and Ct. Mutual (Feb-Mar, 1996). Designed life products segment (3 hours) and presented it at twenty-three of these meetings.
- ✦ Charter member of Life Insurance Sales Support Study Group (President, 1992-94).
- ✦ Initiated numerous sales programs, training programs, and manuals for agents & brokers in the areas of life insurance product features, sales ideas, and competition.
- ✦ Presented platform/workshop presentations (on life insurance product features, sales applications, competitive advantages, illustration techniques) at advanced sales seminars, national sales conferences, HO career schools.
- ✦ Served on faculty (guest panelist) at 2004 ALI-ABA Conference on Life & Health Insurance and Financial Services Litigation.
- ✦ Volunteer Member of Certified Financial Planning Board's Disciplinary & Ethics Committee (November, 2011)
- ✦ Elected to Board of Directors, Greater Hartford Chapter, Society of Financial Service Professionals (summer, 2012)

Theodore E. Affleck, CLU & Associates, LLC **10/1/99 to present**

Provide litigation consulting / expert witness services in the areas of annuity & life insurance products, illustrations, performance, etc. to Law Firms and Insurance Company Litigation Departments. Also provide consulting services in the areas of life insurance product design, features / benefits, product training, marketing / sales applications, sales illustrations, competitive support materials, and in-force policy analysis to software vendors, Trust Departments, General Agents & Managers, agents & brokers, trust & estate planning attorneys.

MassMutual (Connecticut Mutual prior to 3/1/96) **10/75 to 9/99**

2nd V. P. - Marketing (1/99-9/99)

Coordinated new life product development initiatives with recently reorganized and newly staffed marketing and product promotion department. Translated features and benefits of newly launched life products into sales & product training materials. Monitored new life product developments within the industry and made recommendations for the company to consider regarding new products and new product enhancements.

2nd V. P. - Marketing (9/97-12/98)

Managed special marketing project stemming from endorsement by U.S. Chamber of Commerce of MassMutual's Disability Income products for its membership. Led matrix-reporting Task Force of 5-10 associates including representatives from legal, actuarial, marketing, agency, underwriting, systems, etc. Prepared marketing and sales plan, and launched pilot marketing & sales program in four locations. Designed and published series of sales and marketing materials, brochures, ads, and flyers to be used.

2nd V. P. - Competitive Analysis & Product Support (1/86-9/97)

Managed department responsible for support to field and home office in life product sales and competitive support. Gathered and reported historical policy performance, analyzed results, provided comparison formats to field. Created and maintained product databases and comparison formats for five core product lines -- term, participating whole life, universal life, survivorship life (including sul), and variable life (including vul). Trained agents and staff on the various skills needed to analyze and understand the variety of life insurance products and illustrations presented by other companies, particularly their dividend and interest crediting methods. Provided comparative financial analyses of other insurance companies. Recruited, hired, trained, and supervised a staff of seven.

Account Manager – Compensation & Business Planning Division(10/75-12/85)

Responsible for field sales support and inside administrative support of qualified pension and profit-sharing plans. Calculated benefits / contribution levels along with corresponding new life insurance amounts for ongoing account service.

Travelers Insurance Company **Agent & Sales Supervisor 1972 - 1975**

Baltimore City Public Schools **Elementary School Teacher 1969 – 1972**

EDUCATION: Bachelor of Arts, Dickinson College, Carlisle, PA
1969
Attained CLU designation 1978