

**David Lawrence, RFC® , AIF®** has over thirty-six years of experience in leadership. He is a veteran of the U.S. Navy during the Vietnam War, having spent over 4 years on active duty as a non-commissioned officer and, later as a commissioned officer in the Naval Reserves. His service in two war zones, first in South Vietnam near the end of the Vietnam War and later, in the Middle East, provide a courageous backdrop to his leadership experiences. His compelling story of military leadership during a time of domestic political unrest is truly inspirational.

Following, his military career, David used the GI Bill to send himself through 7 years of college. Mr. Lawrence is a graduate of The University of South Florida in Tampa, with a double undergraduate and Master's degrees (cum laude). He attended the University of Florida in Gainesville for his Doctoral studies.

David then spent 18 years with a major financial planning firm as a Senior Financial Advisor, Training Manager and District Manager. He has also worked for two large independent financial planning and asset management companies in senior management positions. His responsibilities have included managing large numbers of employees as well as setting up employee hiring, training, evaluation and compensation systems. His background and experience in integrating technological systems with management needs has given him a unique perspective on the use of technology as a leadership tool.

David has spent the past several years writing and speaking. He founded [Efficient Practice.com](http://EfficientPractice.com), a consulting company devoted to improving leadership and efficiency for professional businesses and in the financial services industry. His speaking engagements have taken him all across the United States, Canada and the Far East.

Conversant in five languages (English, French, German, Swedish and Chinese), he is acutely aware of and sensitive to the need for efficient communications in leadership and in life.

David is a current member of the International speaker's Network (ISN). A partial list of David's speaking engagements include:

- IBM
- The United States Department of Veterans Affairs (Veterans Administration)
- The Financial Advisor Symposium, Chicago
- The Financial Advisor Retirement Symposium, Las Vegas
- The Financial Planning Association
- The Securities Industry Association (Now called SIFMA)
- The National Association of Variable Annuities (NAVA)
- The International Association of Registered Financial Consultants (IARFC)
- Society of Financial Service Professionals (SFSP)
- The Financial Professionals Education Expo
- The Laserfiche Institute Conference
- National Advisors Trust Shareholder Conference
- TD Ameritrade Institutional National Conference
- Schwab Impact
- Financial Services Institute (FSI)
- Forbes Magazine – Advisor eConference

He has been frequently quoted by such national publications as Barron's, Financial Planning Interactive, USA Today, and The Wall Street Journal Online among others. He has written articles for Practice Lifecycle, the Investment Management Consultants Association (IMCA) Monitor, The Virtual Office Newsletter and Turning Point Inc. Newsletter. He has also made frequent appearances on NBC and FOX television affiliates. He is a sought after public speaker on a variety of leadership, financial and technical topics. He is a Past President of the Financial Planning Association of Tampa Bay and is active in that organization on a national level as past-chair of the FPA's National Leadership Council. Further, David Lawrence was the Chair of the FPA's 2006 National Leadership Conference. David currently is a monthly columnist and contributing editor for **Financial Advisor Magazine** ([www.fa-mag.com](http://www.fa-mag.com)). Mr. Lawrence carries the coveted professional designations of **Registered Financial Consultant (RFC®)**, and **Accredited Investment Fiduciary (AIF®)**.

