
David Lawrence, AIF[®],

Introduction

David Lawrence has over twenty-two years 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.

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. Following that, he worked for two large independent financial planning and asset management companies in senior management positions. His responsibilities included managing large numbers of employees as well as setting up employee hiring, training, evaluation and compensation systems. He has also developed and customized software systems to suit the needs of those companies.

David has spent the past several years writing and speaking. He founded David Lawrence and Associates, a consulting company devoted to improving leadership and efficiency in the financial services industry. His speaking engagements have taken him all across the United States and Canada.

Mr. Lawrence has been recognized for his efforts by numerous organizations such as The Financial Planning Association, The Securities Industry Association, The National Association of Variable Annuities (NAVA), The International Association of Registered Financial Consultants and The Investment Management Consultants Association. 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 also made frequent appearances on NBC and FOX television affiliates.

He is a Past President of the Financial Planning Association of Tampa Bay and is active in that organization on a national level as a member of the FPA's National Chapter Leadership Resource Council. Further, David Lawrence is the Chair of the FPA's 2006 National Leadership Conference. David currently writes a monthly column on practice efficiency for Financial Advisor Magazine (www.financialadvisormagazine.com).

Please welcome David Lawrence...
