



W&S Financial Group Distributors

A member of Western & Southern Financial Group



Edward Seeger, CRPC®

Divisional Vice President

W&S Financial Group Distributors, Inc.

Edward Seeger is a divisional vice president for annuities and life insurance for financial institutions and broker-dealers for W&S Financial Group Distributors, Inc., an operating unit of IFS Financial Services and the wholesale division of Western & Southern Financial Group (Western & Southern), based in Cincinnati.

A financial services industry veteran possessing experience dating to 2000, Seeger partners with banks, broker-dealers and independent producers to provide a comprehensive suite of annuity and life insurance product and fulfillment solutions from the Western & Southern family of companies. He and the regional vice presidents who report to him deliver sales, marketing and training support in the use of annuities and life insurance for helping secure retirement and legacy benefits for individuals and families. He reports directly to Harvey T. Fladeland, senior vice president, national sales manager, for financial institutions and broker-dealers.

Seeger joined Western & Southern in 2006. Possessing an in-depth knowledge of a wide range of financial products and services, he has served as a senior case consultant, senior internal wholesaler, regional vice president, senior regional vice president, managing regional vice president and, most recently, as sales manager for independent agent/broker-dealer distribution. He advanced to his current role in January 2022. Previously he worked for Citibank and Fidelity Investments.

Seeger is a graduate of Northern Kentucky University. He holds FINRA Series 6, 26 and 63 registrations and life, health and variable annuity licenses. In addition, he is a Chartered Retirement Planning Counselor®.

To address the risks associated with accumulation, distribution and preservation of retirement and legacy wealth, W&S Financial Group Distributors serves as Western & Southern’s wholesale distributor of annuity and life insurance products from Western-Southern Life Assurance Company, Integrity Life Insurance Company and National Integrity Life Insurance Company. Securities offered by **Touchstone Securities, Inc.*** All are member companies of Western & Southern, a diversified family of financial services companies whose heritage dates to 1888. Supporting a national network of financial institutions, broker-dealers, independent agents and independent marketing organizations, W&S Financial Group Distributors assists financial professionals in helping individuals invest, protect and manage risk for their retirement and legacy.

Products issued and guaranteed by Western-Southern Life Assurance Company, Cincinnati, OH, Integrity Life Insurance Company, Cincinnati, OH or National Integrity Life Insurance Company, Greenwich, NY. W&S Financial Group Distributors, Inc., Cincinnati, OH (doing business as W&S Financial Insurance Services in CA) is an affiliated life insurance agency of the issuer. Issuer has sole financial responsibility for its products. All companies are members of Western & Southern Financial Group.

*A registered broker-dealer and member FINRA/SIPC.