



# W&S Financial Group Distributors

A member of Western & Southern Financial Group



## Catherine A. Bezold, CRPC®

**Vice President  
Product Management**

W&S Financial Group Distributors, Inc.

Catherine (Katie) A. Bezold is vice president of product management for W&S Financial Group Distributors, Inc., an operating unit of IFS Financial Services, Inc., and the wholesale division of Western & Southern Financial Group (Western & Southern), based in Cincinnati.

With more than three decades of experience at Western & Southern, Bezold directs the research, design, pricing and implementation of annuity and life insurance products, including market strategy, research and retention efforts. She reports directly to Mark E. Caner, president of W&S Financial Group Distributors.

Before being promoted to her current position, Bezold was assistant vice president of sales support. In that role she was responsible for all internal and external wholesaler training and operational key account management. She also provided direction to sales desks serving the financial institution, broker-dealer and independent marketing organization distribution channels.

Bezold attended the College of Mount St. Joseph (now Mount St. Joseph University), holds FINRA Series 6, 26 and 63 registrations and is Ohio life and health insurance licensed. In addition, she is a Chartered Retirement Planning Counselor. She resides in Cincinnati with her husband, Tony, and two sons, Jake and Bryce.

To address the risks associated with accumulation, distribution and preservation of retirement 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. Variable products are 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 are 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. Western-Southern Life Assurance Company operates in DC and all states except NY. Integrity Life operates in DC and all states except NY, where National Integrity Life operates.

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