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GAMA INTERNATIONAL ANNOUNCES NEW PARTNERSHIP TO COMBAT INDUSTRY'S LOW ADVISOR RETENTION RATE

ORLANDO, FL — GAMA International CEO Bonnie L. Godsman today announced a new strategic partnership with CorpU. The announcement was made at GAMA International's annual LAMP conference in Orlando, Florida.

"When I became CEO last June I made a commitment to the board and the membership that I would take GAMA's leadership training to the next level for today's field leaders and managers in the insurance, investment and financial services industry," said Godsman. "To achieve this, we must think differently and partner only with innovative and forward thinking leaders that support our mission, such as CorpU."

The GAMA-CorpU partnership is strategically focused on combatting the industry's 13 percent advisor retention rate. Jointly, GAMA and CorpU will apply for two grants; one with the U.S. Department of Labor aimed at enhancing the internship model within the industry for both firms and universities; and, the other with the Gates Foundation, and the Clinton Global Initiative, to build out a defined curriculum to prepare future leaders for the insurance, investment and financial services industry. GAMA will also utilize CorpU to power the first ever GAMA University online.

"CorpU has an extensive tier one network and an impressive history with multinational companies. Our partnership is a natural fit for our more than 10,000 field leaders," said Godsman.

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GAMA International is a worldwide association serving the professional development needs of more than 8,000 field leaders in the insurance, investment and financial services industry. Its members recognize their critical role in finding, building and inspiring the next generation of top performers who will, in turn, lead the industry into the future. To help build these leaders, GAMA provides its members with educational, networking and leadership resources and opportunities.