

# IRI 20 IN 21



## Wayne Chopus

*President & CEO*  
INSURED RETIREMENT INSTITUTE

Wayne is president and CEO of the Insured Retirement Institute. After nearly three decades of experience with major life insurance companies, Chopus is a respected retirement income industry executive and recognized for expertise across annuity product distribution and broker-dealer engagement.

A business leader of high-profile initiatives to respond to evolving consumer demands and industry competition, Chopus understands the challenges and opportunities of this vibrant industry. As an active member of IRI's Board of Directors for several years, Chopus has been active in industry affairs to address serious public policy issues

and he has established a strong professional network of senior industry leaders, key broker-dealers and other stakeholders.

As IRI's leader, Chopus will focus on advancing public policy goals for the retirement income industry, enhancing the member experience across the entire value chain and leading industry efforts to create optimal digital solutions to streamline business solutions and enrich the customer experience.

Prior to joining IRI in January 2019, Chopus worked at Prudential Financial for nearly a decade where he served as the senior vice president of Strategic Relationship Management (SRM) for the Individual Solutions Group. In this role, he was responsible for the oversight of external account management and back-office operations for all Annuities and Life Insurance retail sales distribution channels.

In addition to his relationship management responsibilities at Prudential, Wayne concurrently led Sales Operations and the Sales Strategy-Business Intelligence team, which focused on competitive intelligence and the use of data and technology to drive new business opportunities. He also oversaw Prudential's Subadvisor Relationship management function along with affiliated industry Sponsorship Programs.

Chopus joined Prudential from The Hartford where he was vice president and national sales director of the Wirehouse division. Wayne's team supported the sales effort of The Hartford's mutual fund, annuity, retirement plans, and life insurance lines of business in the Wirehouse channel.