

Peter McGarvey
NN Financial (ING Canada) – Significant Achievements

- Key member of management team that grew company from \$6 million in annual sales to \$64 million in five years.
- Developed and implemented communications strategy to launch NN Financial.
- Conceived and developed NN Financial's branding and marketing look.
- Hired and managed creative team.
- Supervised development of all company marketing incentive materials – brochures, sales guides, presentations and videos.
- Acted as corporate speechwriter and spokesperson for all media inquiries.
- Provided communications consulting support for other ING companies including North American Head Office in Atlanta.