

# SO WHAT?

HOW TO COMMUNICATE  
WHAT REALLY MATTERS  
TO YOUR AUDIENCE



## MARK MAGNACCA

AUTHOR AND NATIONAL PRESENTER

Mark Magnacca is a recognized industry expert who specializes in helping advisors create a personal brand and effectively articulate their value proposition.

He is President of Insight Develop Group, Inc. and co-founder of Allego, Inc., a Boston-based, mobile-first, just-in-time sales learning platform that transforms the way innovative organizations create and share sales content from the field.

Prior to founding Insight Development Group and Allego, Mark co-founded Wellesley Financial Services, a financial education and investment management firm.

Over a 10-year period, he was responsible for creating innovative, practice-development and business-building strategies. These strategies have become the foundation for his books, "The Product is You" and "So What? How To Communicate What Really Matters to Your Audience," as well as his training program for Financial Advisors, "So What Business Building Workshops."

### Mark has worked with a wide range of financial services companies including:

- Edward Jones
- Pacific Life
- Pioneer Investments
- Merrill Lynch
- UBS
- Morgan Stanley
- Young President's Organization
- Black Rock

### His programs have also been featured in both print and television media including:

- The New York Times
- USA Today
- The Wall Street Journal
- Registered Rep
- Financial Planning
- CNN's Moneyline

Mark is a participant in The Strategic Coach Master's Program. He is a graduate of Babson College, where he majored in finance, investments, and communication. He resides in the Boston area with his family.



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