

# SO WHAT?

HOW TO COMMUNICATE  
WHAT REALLY MATTERS  
TO YOUR AUDIENCE



# MARK

## MARK MAGNACCA

AUTHOR AND NATIONAL PRESENTER

Mark Magnacca, President of Insight Development Group, is a recognized industry expert who specializes in helping advisors create a personal brand and effectively articulate their value proposition. As a presenter, Mark's mission is to bring a unique combination of dynamic content, relevant industry experience and an interactive presentation style that brings ideas to life.

Prior to founding Insight Development Group, 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
- Pioneer Investments
- UBS
- Young President's Organization
- Pacific Life
- Merrill Lynch
- Morgan Stanley
- Black Rock

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

- The New York Times
- The Wall Street Journal
- Financial Planning
- USA Today
- Registered Rep
- 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 two children.

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