



**David A. Macchia, Sr.
President and CEO, Wealth2k, Inc.**

Hailed as a "marketing guru" by *Research Magazine*, David Macchia is a successful strategic marketing consultant and an expert in the use of web-based technology and new media aimed at improving investor education and compliance. He is Founder and Chief Executive of Wealth2k, Inc., a leading provider of web-based applications for the retirement income and Rollover IRA marketplaces.

David is a thought-leader on the subject of retirement security. He is co-founder, Secretary and chair of the Member Services Committee of the non-profit Retirement Income Industry Association.

David writes frequently about retirement-related issues. He authors a monthly column for *Research Magazine*, and he publishes the online magazine, *DavidMacchiaBlog.com*.

David's vision has been reflected in articles and papers published in *Financial Planning*, *Structured Products Magazine*, *InvestmentNews*, *Investment Advisor Magazine*, *National Underwriter*, *Advisor Today*, *Life Insurance Selling*, *PlanAdviser*, *Broker World*, *Life & Health Advisor*, and *Wealth & Retirement Planner*.

David is a member of the Board of Directors of the March of Dimes, Massachusetts chapter. He is also chair of the March of Dimes' Revenue Development Committee.

David holds an MBA, with honors, from Boston University School of Management.