



Susan Fickling

Senior Internal Wholesaler - Nonqualified Plans

Southeast Region – serving AL, AR, FL, GA, LA, MS, NC, SC, and TN

Phone: 678-322-3613

Email: fickling.susan@principal.com

Who I am and how I can help you

In my role as a senior internal wholesaler with nonqualified deferred compensation plans, I support financial professionals and employers in the sales and service of these plans to organizations. The deferred comp benefits we provide to clients help them recruit, reward, and retain key employees. And research shows that both employers and key employees value this benefit for a variety of reasons.¹

I work closely with Blaine Laverick, regional vice president of nonqualified plans, to support financial professionals and their clients in the Southeast region. You can count on me to help with marketing, education, and setting up a deferred comp plan. I'll also work to simplify complex ideas and, with the financial professional, help put in place a solution to meet the employer's needs.

I've been with Principal[®] since 1999. I have a bachelor's degree in Political Science from Kennesaw State University in Kennesaw, Georgia. I live in Locust Grove, Georgia with my husband, and I enjoy reading, crafting, and traveling.

More about the company I work for

Principal is a leader in global investment management and retirement services with decades of experience and the No. 1 provider of nonqualified deferred comp plans². We help people and organizations around the world build, protect, and advance their financial well-being through retirement, insurance, and asset management solutions that fit their lives. Our employees are passionate about helping clients of all income and portfolio sizes achieve their goals—offering innovative ideas, investment experience, and real-life solutions to help make financial progress possible. To find out more, visit us at principal.com.

¹ 2023 Principal[®] Trends in Nonqualified Deferred Compensation report.

² Based on number of NQDC plans (excluding 457 plans), *PLANSPONSOR* Defined Contribution Recordkeeping Survey, July 2023.

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