



## Dan Harty, MBA, ChFC®, RICP®

### Regional Vice President - Nonqualified Plans

Mid-South region – serving IA, KS (minus Kansas City), MO (minus Kansas City), NE, NM, OK, and TX

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### Who I am and how I can help you

In my role as a regional vice president-nonqualified plans, I support financial professionals and employers in the sale and service of nonqualified deferred compensation plans to organizations of all types and sizes. The deferred comp benefits we provide to clients help them recruit, reward, retain, and retire key employees. And research shows that both employers and key employees value this benefit for a variety of reasons.<sup>1</sup>

I can help with plan design, financial analysis, implementation, and delivery of deferred comp solutions. I'll work to simplify complex ideas and, with the financial professional, help put in place a solution to meet the employer's needs. My senior internal wholesaler, Britnee Scharnhorst, and I provide support to financial professionals and their clients in the Mid-South region.

I've been in the financial services industry since 2009 and was previously a member of the Business Solutions Team at Principal® for nearly a decade. I have a bachelor's degree from Iowa State University and an MBA from the University of Iowa. I'm a member of Finesca (formerly AALU), and also hold the Chartered Financial Consultant® (ChFC®) and Retirement Income Certified Professional® (RICP®) designations. I'm a six-time Ironman Triathlon finisher, and aspire to qualify for the Ironman World Championship in Hawaii.

### 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 plans<sup>2</sup>. 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](https://www.principal.com).

<sup>1</sup> 2023 Principal® Trends in Nonqualified Deferred Compensation report.

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

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