

# Chief Financial Officer Newly Formed Annuity Platform

## The Company/The Situation

- The client is a privately held financial services organization investing in the next stage of its strategic evolution through the launch of a newly formed annuity platform.
- As the company moved from concept to execution, leadership recognized the need for a Chief Financial Officer who could serve as a strategic partner to the CEO while helping build the financial infrastructure required to support a regulated insurance enterprise.
- The CFO would be responsible for developing the company's financial strategy, capital planning framework, statutory reporting processes, regulatory relationships, governance structure, and operational controls.
- In addition to partnering with the Board, investors, auditors, actuaries, and regulators, the successful candidate would need to help establish scalable systems and processes capable of supporting future growth.
- The role offered a rare opportunity to help build an annuity carrier from the ground up while influencing both strategy and execution during a critical stage of the organization's development.

## The Challenge

- The search required identifying a unique executive capable of balancing strategic leadership with hands-on execution.
- The ideal candidate needed deep annuity insurance expertise as well as expertise around statutory/regulatory reporting, capital management, AM Best ratings processes, risk-based capital management, and insurance company operations.
- The company sought an executive who had successfully operated in startup or emerging carrier environments and who understood the realities of building financial infrastructure before scale existed.
- The successful candidate needed credibility with regulators, auditors, actuarial partners, investors, and executive leadership while also being willing to personally execute work that might otherwise be delegated within a larger organization.
- The pool of executives possessing both significant CFO-level experience and demonstrated startup carrier experience was limited, making this a highly specialized national search.

## The Choice: The Decision to Partner with ARExecutiveSearch

- ARExecutiveSearch had an existing relationship with the CEO dating back to a prior carrier platform and had established credibility through years of interaction within the insurance finance community.
- Given the confidential nature of the search and the need for highly specialized annuity expertise, the client sought a search partner with a deep network of insurance accounting and finance executives who could identify candidates possessing both the technical expertise and entrepreneurial mindset required for the role.
- The decision was made to engage ARExecutiveSearch for the search assignment.

## The Approach

- ARExecutiveSearch conducted a targeted national search focused on senior finance executives with annuity carrier experience, prioritizing candidates who had successfully operated within startup, emerging, or highly entrepreneurial insurance organizations.
- Particular emphasis was placed on identifying executives with direct experience in statutory reporting, capital planning, licensing, regulatory relationships, AM Best interactions, outsourced service provider oversight, and enterprise-scale financial leadership.
- Sixty potentially relevant executives were identified and evaluated through a combination of direct outreach, industry relationships, and targeted market mapping.
- Through a structured assessment process, the field was narrowed to a slate of five highly qualified candidates whose backgrounds most closely aligned with the organization's strategic objectives and operating model.
- Candidate discussions focused not only on technical qualifications but also on each executive's ability to build infrastructure, lead through ambiguity, and thrive in a hands-on environment.

## The Selection and Solution

- One candidate emerged as the clear choice: a highly accomplished annuity finance executive with more than two decades of insurance accounting and finance leadership experience.
- The candidate brought ten years of Chief Financial Officer experience within the life insurance and annuity sector, including direct responsibility for statutory reporting, regulatory compliance, capital management, AM Best rating initiatives, and organizational scaling.
- Her experience building and growing insurance organizations from early-stage operations through multi-state expansion closely mirrored the challenges and opportunities facing the client.
- Throughout the interview process, she demonstrated a rare combination of strategic thinking, technical expertise, regulatory knowledge, and hands-on execution capability.
- Following meetings with the executive leadership team, including senior leadership from the sponsoring organization, a decision was made to extend an offer.
- ARExecutiveSearch assisted throughout the compensation negotiation process and remained closely involved during the candidate's resignation and transition period to help ensure a successful onboarding experience.
- Since joining the organization, the new CFO has been actively advancing capital planning efforts, financial infrastructure development, regulatory engagement activities, and overall readiness for future growth.
- Another successfully completed search.

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The AR Group is a high-quality Accounting, Finance and Actuarial Talent Search Company for the Insurance Industry. We take pride in working with candidates who have industry and Big- 4 experience from some of the best carriers in the market

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