

New General Council and Chief Compliance Officer Mark Eide to Join ECA Marketing

November 15, 2016

Eden Prairie, Minnesota - November 15, 2016 -
ECA Marketing announced its recent hire of Mark Eide, who will join the ECA Marketing team as General Counsel and Chief Compliance Officer working from our office in Eden Prairie, MN. Within these roles, Eide will assist agent producers with annuity suitability review, provide general compliance consulting, create and implement policies and procedures and provide advertising review.

Eide came to ECA Marketing as an industry leader in suitability procedures. Prior to accepting the roles as General Counsel, Mark maintained a private law practice where he focused on consulting for SEC exams and investment advisory compliance programs and representation of registered representatives at FINRA arbitrations. Before private practice, Mark held a series of compliance and operational positions at several major Broker Dealers and Registered Investment Advisors including the position of Chief Compliance Officer at one of the largest independent retail Broker Dealers and federally registered Investment Advisors in the United States.

In additional to his prior experience, Mark has been a member or leader of major securities compliance roundtables and has been a national speaker and panelist on the topics of ERISA and general securities

compliance. Mark has a degree in Finance from St. Cloud State University and Juris Doctorate from Hamline University School of Law. While in law school, Mark was a two-time national moot court competitor on the topic of civil rights.

Joe Spillman, President of ECA Marketing says, ?I am excited to welcome Mark to our team here at ECA Marketing. His compliance and legal experience is wonderful but to find someone with such a great understanding of sales and marketing in the insurance and financial services world made him a perfect fit for ECA. As our company works hard to create new and unique marketing and sales initiatives for our producers we believe Mark?s skillset will not only help ensure compliance requirements are met, but also preserve our business friendly nature.?

ECA Marketing has roots dating back to 1985. Since 2006, ECA Marketing has produced over $10 Billion in Fixed Annuity and Target Life Premium. Joe Spillman became president of ECA Marketing in December 2011. He started as a marketing consultant in 1999. ECA Mission is to create quality sales platforms and systems for producers to help them write more business and select the best products to fit within that system. ECA is dedicated to giving superior service, as well as devoted to developing and attaining industry tools specifically designed to help our producers save time and effort by offering valuable insurance resources.

###

For more information about ECA Marketing, Inc., contact the company here:ECA Marketing, Inc.Joe Spillman800-356-4189joe@ecamarketing.com7800 Equitable Drive, Suite 200Eden Prairie, Minnesota 55344

ECA Marketing, Inc.

ECA Marketing is a National Annuity and Life Marketing Organization doing business in all 50 states and several U.S. territories. ECA Marketing is one of the country?s largest Independent Marketing Organizations

Website: http://www.ecamarketing.com

Email: joe@ecamarketing.com

Phone: 800-356-4189

ECA MARKETING

National Leaders in Life and Annuities